

Marketing Concentration

A **Marketing concentration** requires 36 credits consisting of the following courses selected from the Business Foundation and Marketing requirements:

Program: Marketing

Type: Concentration

Required Courses

Required Courses

Item #	Title	Credits
ACCT 231	Financial Accounting	3
ECON 212	Principles of Macroeconomics	3
MGMT 331	Business Law	3
MGMT 446	Strategic Management	3
MRKT 239	Principles of Marketing	3
MRKT 332	Consumer Behavior	3
MRKT 341	Promotions Management	3
MRKT 347	International Business	3
MRKT 441	Marketing Research	3
MRKT 446	Marketing Management	3

Electives

Electives

Choose 6 credits MRKT electives.

Total credits:

36