



# Marketing Emphasis Guide

Academic Guide

## REQUIRED COURSES

**The following two courses must be completed before enrolling in any 4000-level marketing courses:**

MKTG 3250: Buyer Behavior

MKTG 3350: Marketing Research

**The following three courses must be completed:**

MKTG 4250: Product Strategy

MKTG 4300: Pricing and Channel of Distribution

MKTG 4550: Advertising and Promotion Management

*\*Two of these courses must be taken before MKTG 4850*

*\*The third course may be completed prior to or concurrently with MKTG 4850*

### Required Senior Capstone

MKTG 4850: Senior Seminar in Marketing

## Quick Reminders

- ▶ Students must complete all **BCOR** and **BASE** classes to enroll in any Area of Emphasis classes.
- ▶ The **Marketing Area of Emphasis** takes **3 semesters** to complete after all core curriculum, for a total of **18 credit hours**.
- ▶ Those planning to graduate in **4 years** must complete **MKTG 3250** and **MKTG 3350** in their **junior year**.
- ▶ All courses are **3 credit hours** unless otherwise noted.

**Book an appointment  
with an advisor today!**