| **UNDERGRADUATE MARKETING COURSES** |
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| **NBR** | **COURSE** | **FALL** | **WINTER** | **SPRING** | **SUMMER** | **REQUIRED OPTION** |
| 304 | Principles of Marketing | x | x | x | x | I,M,R |
| 325 | High Performance Professional Skills | x | x | x | x | I,M,R |
| 340 | Principles of Advertising | x |  |  |  |  |
| 341 | Salesmanship |  |  |  | x |  |
| 342 | Consumer Behavior | x |  | x |  | M,R |
| 344 | Principles of Retailing | x |  |  |  | R |
| 346 | Marketing of Services | a |  |  |  |  |
| 349 | Retail Merchandising and Sales Promotion |  |  | x |  | R |
| 358 | International Business | x | x | x |  | I |

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| 365 | Community Based Social Engagement |  |  | b |  |  |
| 380 | Introduction to Social Media Marketing | x |  |  | x |  |
| 389 | The Syntax of Social Media |  | x |  |  |  |
| 440 | Advanced Advertising and Promotion |  |  |  | x |  |
| 442 | Marketing Management | x | x | x |  | M |
| 443 | Marketing in a New Business |  | x |  | x | E |
| 446 | Marketing Research | x | x | x |  | M |
| 447 | Business Consulting | b |  |  |  |  |
| 448 | Mail Order / Direct Response Marketing |  |  | a |  |  |
| 453 | Marketing for Nonprofit Organizations |  | a |  |  |  |
| 454 | Special Topics |  | x |  | a |  |
| 455 | Proseminar: International Transportation | x |  | x |  |  |
| 456 | International Marketing Management |  | x |  | x | I |
| 457 | Import-Export |  | b |  | x |  |
| 459 | Intercultural Business Comm. | c |  | x |  |  |
| 460 | Internet Marketing |  | x |  |  | R |
| 465 | Entertainment Marketing |  | x |  |  |  |
| 470 | Marketing Analytics | a |  |  |  |  |
| 480 | Social Media Marketing Strategy |  |  | x |  |  |
| 483 | Social Media and Entrepreneurship |  |  |  | x |  |
| 484 | Contemporary Topics in Social Media Marketing |  |  |  | a |  |
| 488 | Pricing | b |  |  |  |  |

**Required Option**

E - Entrepreneurship

I - International Business

M - Marketing Management

R - Retailing

**Footnotes**

x - course is offered

a - course is offered in even years

b - course is offered in odd years

c - course is taught by the Communications Department