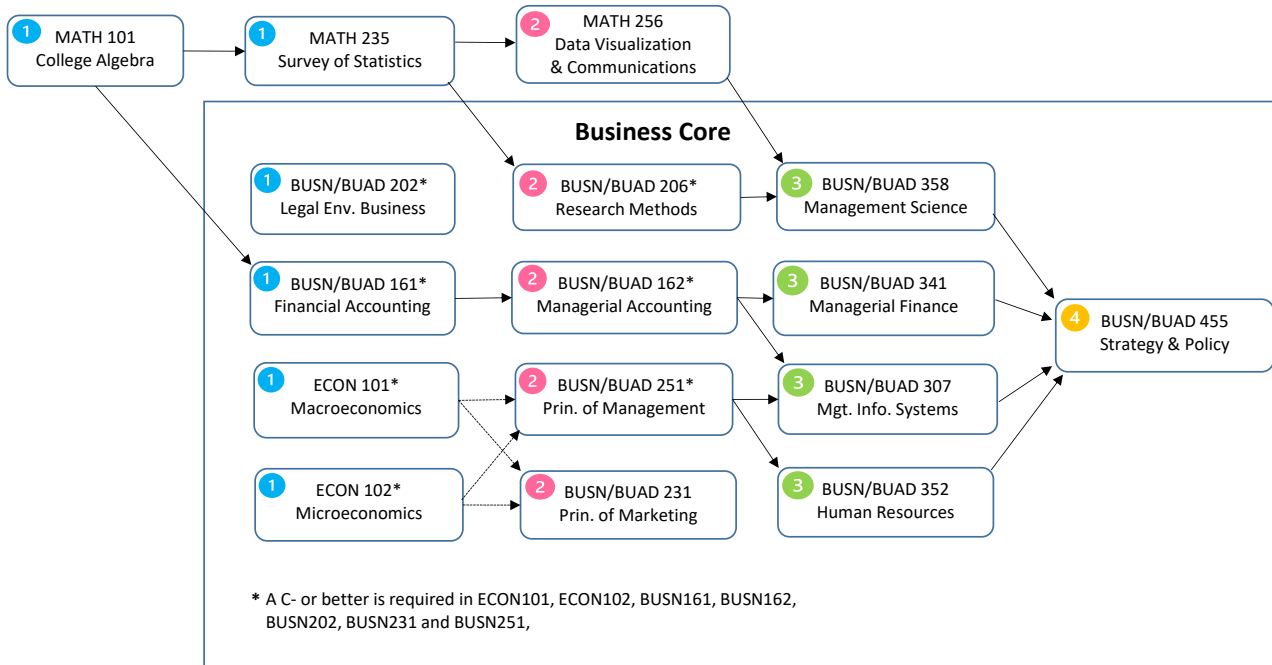
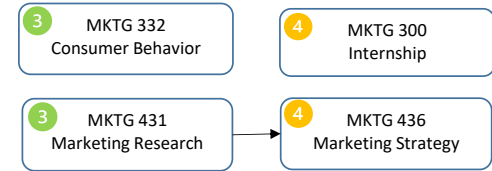


BS Marketing Curriculum flowchart



Upper-level major courses



- 3 Three Marketing electives and a seminar (BUSN488B):**
- 4 MKTG332 - Consumer Behavior
 - 4 MKTG333 - Personal Selling
 - MKTG335 - Advertising
 - MKTG336 - Retail Marketing
 - MKTG337 - Sales Force Administration
 - MKTG435 - International Marketing
 - MKTG436 - Marketing Strategy
 - MKTG405 - Special Topics (Sports Marketing)
 - BUSN488 - Seminar (Internet Marketing)

- 4 Two Departmental Electives or a completed minor.**

Business core prerequisites:

BUSN161 - MATH101 or 235MPT
 BUSN162 - BUSN161*
 BUSN206 - MATH235
 BUSN231 - Recommended ECON101*, ECON102*
 BUSN251 - Recommended ECON101*, ECON102*

BUSN358 - MATH235, BUSN206
 BUSN341 - ECON102*, BUSN161*, BUSN162*
 BUSN352 - BUSN251*
 BUSN307 - BUSN251*, BUSN162*
 BUSN455 - BUSN307, BUSN341, BUSN352, BUSN358

Marketing course prerequisites:

MKTG332 - BUSN231*
 MKTG333 - BUSN231*
 MKTG335 - BUSN231*
 MKTG336 - BUSN231*
 MKTG337 - BUSN231*
 MKTG431 - BUSN231*, MATH235
 MKTG435 - BUSN231*
 MKTG436 - MKTG431 and senior status
 MKTG405 (Sports Mktg.) - BUSN231*
 BUSN488 (Internet Mktg.) - BUSN231*

- 1 These classes are typically taken during the freshman year.
- 2 These classes are typically taken during the sophomore year.

- 3 These classes are typically taken during the junior year.
- 4 These classes are typically taken during the senior year.