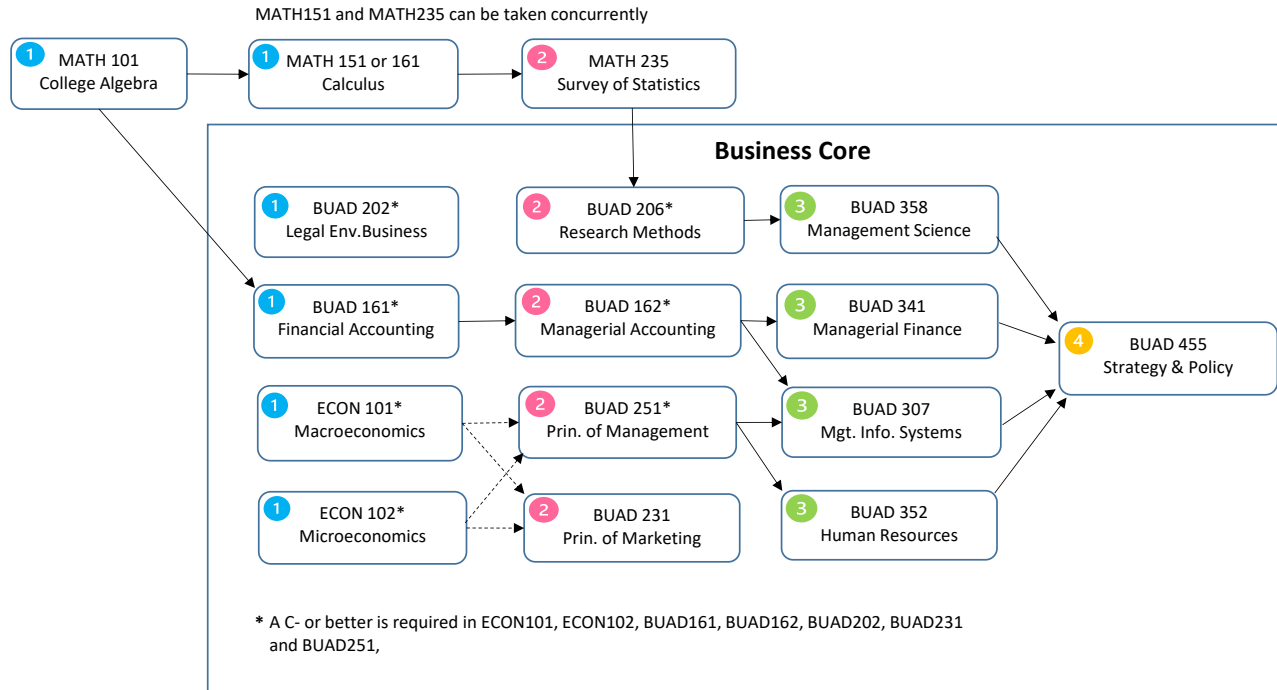
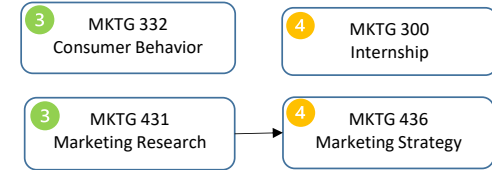


BS Marketing Curriculum Flowchart



Upper-level major courses



3 Three Marketing Electives and a Seminar (BUAD488B):

- 4 MKTG332 - Consumer Behavior
- 4 MKTG333 - Personal Selling
- 4 MKTG335 - Advertising
- 4 MKTG336 - Retail Marketing
- 4 MKTG337 - Sales Force Administration
- 4 MKTG435 - International Marketing
- 4 MKTG436 - Marketing Strategy
- 4 MKTG405 - Special Topics (Sports Marketing)
- 4 BUAD488 - Seminar (Internet Marketing)

4 Two Departmental Electives or a completed minor.

Business Core Prerequisites:

BUAD161 - MATH101 or 151MPT

BUAD162 - BUAD161*

BUAD206 - MATH151, MATH235

BUAD231 - Recommended (ECON101*, ECON102*)

BUAD251 - Recommended (ECON101*, ECON102*)

BUAD358 - MATH151, MATH235, BUAD206

BUAD341 - ECON102*, BUAD161*, BUAD162*

BUAD352 - BUAD251*

BUAD307 - BUAD251*, BUAD162*

BUAD455 - BUAD307, BUAD341, BUAD352, BUAD358

Marketing Course Prerequisites:

MKTG332 - BUAD231*

MKTG333 - BUAD231*

MKTG335 - BUAD231*

MKTG336 - BUAD231*

MKTG337 - BUAD231*

MKTG431 - BUAD231*, MATH235

MKTG435 - BUAD231*

MKTG436 - MKTG431 and senior status

MKTG405 (Sports Marketing) - BUAD231*

BUAD488 (Internet Marketing) - BUAD231*

- 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.