# MARKETING MAJOR

**Sequencing of Marketing Courses for the Junior and Senior Years** *

## JUNIOR YEAR

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>** MKTG 3050 – Introduction to Marketing</td>
<td># MKTG 3620 – Consumer Behavior</td>
</tr>
<tr>
<td>*** BUSA 2100 – Applied Business Statistics</td>
<td>## MKTG 3650 – Marketing Research</td>
</tr>
<tr>
<td>MKTG Elective</td>
<td>MKTG Elective</td>
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</tbody>
</table>

ECON 2106 is a prerequisite for MKTG 3050.

**MKTG 3050 is a prerequisite for all other Marketing classes except for 3060 and 3070. It must be taken the first semester of the junior year.**

*** BUSA 2100 is a prerequisite for MKTG 3050. It must be taken the first semester of the junior year.

# MKTG 3620 must be taken the second semester of the junior year. MATH 1261 and BUSA 2100 are prerequisites for MKTG 3620, and MKTG 3620 is a prerequisite for MKTG 4900.

## MKTG 3650 must be taken the second semester of the junior year. MATH 1261, BUSA 2100, & MKTG 3050 are prerequisites for MKTG 3650, and MKTG 3650 is a prerequisite for MKTG 4900.

## SENIOR YEAR

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 4680 – International Marketing</td>
<td>MKTG Elective</td>
</tr>
<tr>
<td>### MKTG 4900 – Strategic Planning</td>
<td>MKTG Electives (2)</td>
</tr>
<tr>
<td>MKTG Electives (2)</td>
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</tbody>
</table>

### MKTG 4900 is usually not offered during the summer. MKTG 3620 and MKTG 3650, with a grade of C or better in each, are prerequisites for MKTG 4900.

Marketing courses must be scheduled carefully because some of them are offered only once a year or once every two years. For example, MKTG 3100 and 4060 are offered only in the Fall, and MKTG 4070 is offered in the Spring.

12 hours of MKTG electives must be taken. Available electives include:

- MKTG 3060: Professional Selling
- MKTG 3070: Time Management for Salespeople
- MKTG 3100: Health Care Marketing (Prerequisite: MKTG 3050)
- MKTG 4000: Principles of Promotion (Prerequisite: MKTG 3050)
- MKTG 4020: Retailing (Prerequisite: MKTG 3050)
- MKTG 4060: Sales Management (Prerequisite: MKTG 3050)
- MKTG 4070: Readings in Sales and Marketing (Prerequisite: MKTG 3050)
- MKTG 4670: Business-to-Business Marketing (Prerequisite: MKTG 3050)
- MKTG 4770: Internet Marketing (Prerequisite: MKTG 3050)

*See the Four-Year Graduation Plan link for a complete program of study for all four years.*

7/29/2013
Tips for planning your Marketing program of study

Freshman year

• Go to the Student Advising Center for advising.
• Take courses when you are advised to take them.
• Don’t delay taking courses you are advised to take!

Sophomore year

• Go to the Student Advising Center for advising.
• Double-check your progress in completing your junior college core. Be sure you will complete it by the end of this year.
• Instructions for Spring semester advising:
  o First, go to the Advising Center to determine whether you have been admitted to the Langdale College.
  o When you are admitted to the Langdale College, meet with your Marketing faculty advisor to set up a program of study to guide you in scheduling Marketing courses for the last two years.

“Bridge” students

• “Bridge” students have completed 60 hours but are not yet admitted to the Langdale College. Some bridge students are eligible to take upper-level business courses. Check with the Student Advising Center.
• Bridge students are advised by the Student Advising Center, but bridge Marketing majors should also consult with their Marketing faculty advisors about scheduling Marketing courses.
• If you are a bridge Marketing major who is eligible to take upper-level business courses, your top priority should be to take BUSA 2100 and MKTG 3050 as soon as possible. MKTG 3050 is a prerequisite for nearly all MKTG courses; BUSA 2100 is a prerequisite for MKTG 3650.

Junior and Senior years

• Failure to take BUSA 2100 and MKTG 3050 by the end of the first semester of your junior year may delay your graduation. Similarly, failure to take MKTG 3620 and MKTG 3650 by the end of the second semester of your junior year may delay your graduation.
• Complete your Application for Degree within the first month of the first semester of your senior year.