

MARKETING

CODE UT13

18 semester hours to include:

BCOR 350	Principles of Marketing	3
MKTG 380	Integrated Promotions	3

Plus four of the following:

MKTG 325	Marketing Research	3
MKTG 315	Consumer Behavior	3
MKTG 485	Global Marketing	3
MKTG 410	Retail Management	3
MKTG 420	Sales Management	3