Marketing Concentration for Business Majors

The marketing concentration provides preparation for careers in marketing management. Examples of such careers include advertising, professional selling, distribution, and marketing research. Special attention is given to the contributions of the social sciences and of quantitative methods to the study of marketing. The concentration's curriculum includes courses on marketing research and strategy, marketing communications, and consumer behavior.

Concentration: Marketing

Code	Title	Credits
MKTG 390	Marketing Research	4
MKTG 420	Marketing Communications	4
MKTG 435	Consumer Behavior	4
MKTG 490	Marketing Strategy	4