

Name: _____ Student ID: _____

Major: _____

MKT 301 Principles of Marketing 3 hours

Plus 18 hours from the following:

MKT 315	Sales Management & Professional Selling	3 hours
MKT 325	Legal & Ethical Issues of Mkt on the Internet	3 hours
MKT 332	Buyer Behavior	3 hours
MKT 342	Promotional Strategy	3 hours
MKT 343	Marketing Research Design	3 hours
MKT 345	Market Channel Structure & Strategy	3 hours
MKT 400	Strategic Issues in Logistics	3 hours
MKT 405	New Venture Strategies	3 hours
MKT 414	Marketing Emerging Technologies	3 hours
MKT 415	International Marketing	3 hours
MKT 420	Services Marketing	3 hours
MKT 470	Marketing in an Electronic Environment	3 hours
MKT 475	Advanced Marketing Seminar	3 hours
MKT 480	Marketing Management	3 hours
MKT 490	Special Projects	3 hours

TOTAL 21 hours

Approval Signatures:

Student

Date

Dean of Administrative Science

Date

Chair, Major Department

Date