

## 2015-2016 Academic Year Catalog

### Undergraduate Advising Checklist: **BBA in Marketing (18 Credits)**

#### **BBA Core requirements (03 credit hours)**

#### **MAJOR REQUIREMENTS (12 credit hours)**

- MKT 344 (3) \_\_\_ Consumer behavior
- MKT 382 (3) \_\_\_ International marketing
- MKT 460 (3) \_\_\_ Strategic marketing
- MKT 470 (3) \_\_\_ Marketing Research

#### **RECOMMENDED ELECTIVES, Any 2 (6 credit hours)**

- MKT 337 (3) \_\_\_ Promotional management
- MKT 360 (3) \_\_\_ Personal selling and sales management
- MKT 412 (3) \_\_\_ Service marketing
- MKT 465 (3) \_\_\_ Brand management
- MIS 330 (3) \_\_\_ Marketing and social networks for business

#### **BBA Core Requirements (3 credit hours)**

MKT202 \_\_\_(3)

Credits for Major requirements	12
Credits for recommended electives	06
<b>Total Credit Hours</b>	<b>18</b>