

MARKETING, SUB-BACCALAUREATE CERTIFICATE

Major in Marketing

Code	Title	Hours
REQUIRED MARKETING COURSES		
BUAD 231	Principles of Marketing	3
MKTG 332	Consumer Behavior	3
ELECTIVE MARKETING COURSES		
Marketing Electives - Choose 3 of the following:		9
MKTG 333	Personal Selling	
MKTG 335	Advertising	
MKTG 336	Retail Marketing	
MKTG 337	Sales Force Administration	
MKTG 431	Marketing Research	
MKTG 435	International Marketing	
MKTG 436	Marketing Strategy	
Total Hours		15