

CLASSES AVAILABLE FOR SPRING AND SUMMER 2016

SPRING 2016

- MKT 304 Marketing Management (3)**
Prerequisites: Either (1) [ECON 160](#) or [300](#) and a college-level statistics course; or (2) [ECON 160](#) or [300](#) and [BUS 104](#), [BUS 302/L](#) are co/prerequisites for Business majors. All Marketing majors must attain a grade of "C" or higher in MKT 304.
- MKT 346 Marketing Research (3)**
Prerequisites: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher); a college-level statistics course; or consent of instructor. [BUS 302/L](#) are prerequisites for Business majors
- MKT 348 Consumer Behavior (3)**
Prerequisite: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher) or consent of instructor. [BUS 302/L](#) are prerequisites for Business majors
- MKT 350 Consumer Information in the Digital Age (3)**
Prerequisite: Completion of the Lower Division writing requirement.
- MKT 356 Marketing Metrics and Insights (3)**
Prerequisites: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher); or consent of instructor; [BUS 302/L](#) are prerequisites for Business majors.
- MKT 440 Integrated Marketing Communications (3)**
Prerequisites: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher); [Upper Division Writing Proficiency Exam](#) (UDWPE) score of 8 or higher. [BUS 302/L](#) are prerequisites for Business majors
- MKT 443 Retail Management (3)**
Prerequisites: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher) or consent of instructor; [Upper Division Writing Proficiency Exam](#) (UDWPE) score of 8 or higher. [BUS 302/L](#) are prerequisites for Business majors
- MKT 445 International Marketing Management (3)**
Prerequisites: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher); senior standing; [Upper Division Writing Proficiency Exam](#) (UDWPE) score of 8 or higher. [BUS 302/L](#) are prerequisites for Business majors

SUMMER 2016

- MKT 304 Marketing Management (3)**
Prerequisites: Either (1) [ECON 160](#) or [300](#) and a college-level statistics course; or (2) [ECON 160](#) or [300](#) and [BUS 104](#), [BUS 302/L](#) are co/prerequisites for Business majors. All Marketing majors must attain a grade of "C" or higher in MKT 304.
- MKT 346 Marketing Research (3)**
Prerequisites: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher); a college-level statistics course; or consent of instructor. [BUS 302/L](#) are prerequisites for Business majors
- MKT 348 Consumer Behavior (3)**
Prerequisite: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher) or consent of instructor. [BUS 302/L](#) are prerequisites for Business majors
- MKT 350 Consumer Information in the Digital Age (3)**
Prerequisite: Completion of the Lower Division writing requirement.
- MKT 449 Marketing Management Seminar (3)**
Prerequisites: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher); either [MKT 346](#) or [348](#); Second semester senior standing; [Upper Division Writing Proficiency Exam](#) (UDWPE) score of 8 or higher. [BUS 302/L](#) are prerequisites for Business majors. Major in business or economics.
- MKT 498C Field Assignments and Reports-Marketing (1-3)**
Prerequisite: [Upper Division Writing Proficiency Exam](#) (UDWPE) score of 8 or higher. [BUS 302/L](#) and [MKT 304](#) (Marketing majors must attain a grade of "C" or higher) are prerequisites for Business majors.

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MKT 448

Digital Marketing (3)

Prerequisites: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher) or consent of instructor; [Upper Division Writing Proficiency Exam](#) (UDWPE) score of 8 or higher. [BUS 302/L](#) are prerequisites for Business majors ELM or credit in MKT 093

***MKT 103 or MKT 150A or MKT 150B (Calculus) with a grade of "C" or higher*

MKT 449

Marketing Management Seminar (3)

Prerequisites: [MKT 304](#) (Marketing majors must attain a grade of "C" or higher); either [MKT 346](#) or [348](#); Second semester senior standing; [Upper Division Writing Proficiency Exam](#) (UDWPE) score of 8 or higher. [BUS 302/L](#) are prerequisites for Business majors. Major in business or economics.

MKT 498C

Field Assignments and Reports-Marketing (1-3)

Prerequisite: [Upper Division Writing Proficiency Exam](#) (UDWPE) score of 8 or higher. [BUS 302/L](#) and [MKT 304](#) (Marketing majors must attain a grade of "C" or higher) are prerequisites for Business majors.