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.
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.

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.

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.