

MARKETING CONCENTRATION

Requirements

Primary Concentration

The concentration in marketing consists of six advanced courses¹ for a total of 15 credits. It is suggested that you choose a specialization for elective courses, as detailed on the next page.

Course	Title	Credits
MKGB 7730	Research Methods	3
MKGB 8701	Marketing Analytics	1.5
Four advanced marketing courses ¹		10.5
Total Credits		15

Secondary Concentration

The secondary concentration consists of four advanced-level courses from the marketing area for nine credits. It is suggested that you choose a specialization for elective courses, as detailed on the next page.

Course	Title	Credits
MKGB 8701	Marketing Analytics	1.5
Three advanced marketing courses ¹		7.5
Total Credits		9

¹ Advanced-level courses are any MKGB course that is 7000-level or higher. A list of courses in Marketing can be found their the academic areas page.

Experiential Course

The marketing area puts a special emphasis on the value of learning by doing. Marketing concentrators are encouraged to pursue an “experiential course” that may be counted toward their concentration. These may include:

- Marketing-related study tour
- Three-credit marketing-related internship
 - MKGB 7811 Marketing Internship
- Marketing-related tutorial or independent study
 - MKGB 8999 Independent Study