MARKETING CONCENTRATION

Requirements

Primary Concentration

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKGB 7730</td>
<td>Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>MKGB 8701</td>
<td>Marketing Analytics</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Four advanced marketing courses  

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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKGB 8701</td>
<td>Marketing Analytics</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Three advanced marketing courses  

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 on 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
  - MKGB 77AJ Marketing Laboratory

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