

BBA: Marketing

Required for the concentration

[MKTG 3142](#) Consumer Behavior
Consumer Behavior

or [MKTG 3142W](#)

[MKTG 3143](#) Marketing Research

And three additional courses selected from the following:

[MKTG 4148](#) Advertising and Marketing Communications

or [MKTG 4156](#) Integrated Marketing Communications

[MKTG 4150](#) Salesmanship and Sales Management

[MKTG 4152](#) Retailing Management

[MKTG 4154](#) Digital Marketing

[MKTG 4159](#) Marketing Strategy

[MKTG 4161](#) Pricing Strategy: Competitive and Dynamic Pricing

[MKTG 4162](#) Digital Marketing Analytics

[MKTG 4163](#) Applied Marketing Decision Analytics

[MKTG 4164](#) Artificial Intelligence and Automated Marketing

[MKTG 4165](#) Customer Relationship Management and Relational Databases

[MKTG 4900](#) Special Topics

or [MKTG 4900W](#) Special Topics

International field course (One of the following):

[IBUS 3001](#) Introduction to International Business

[IBUS 3101](#) Global Financial Environment

[IBUS 3201](#) International Marketing Management

[SMPP 4900W](#) Special Topics (Strategy and international Political Economy)