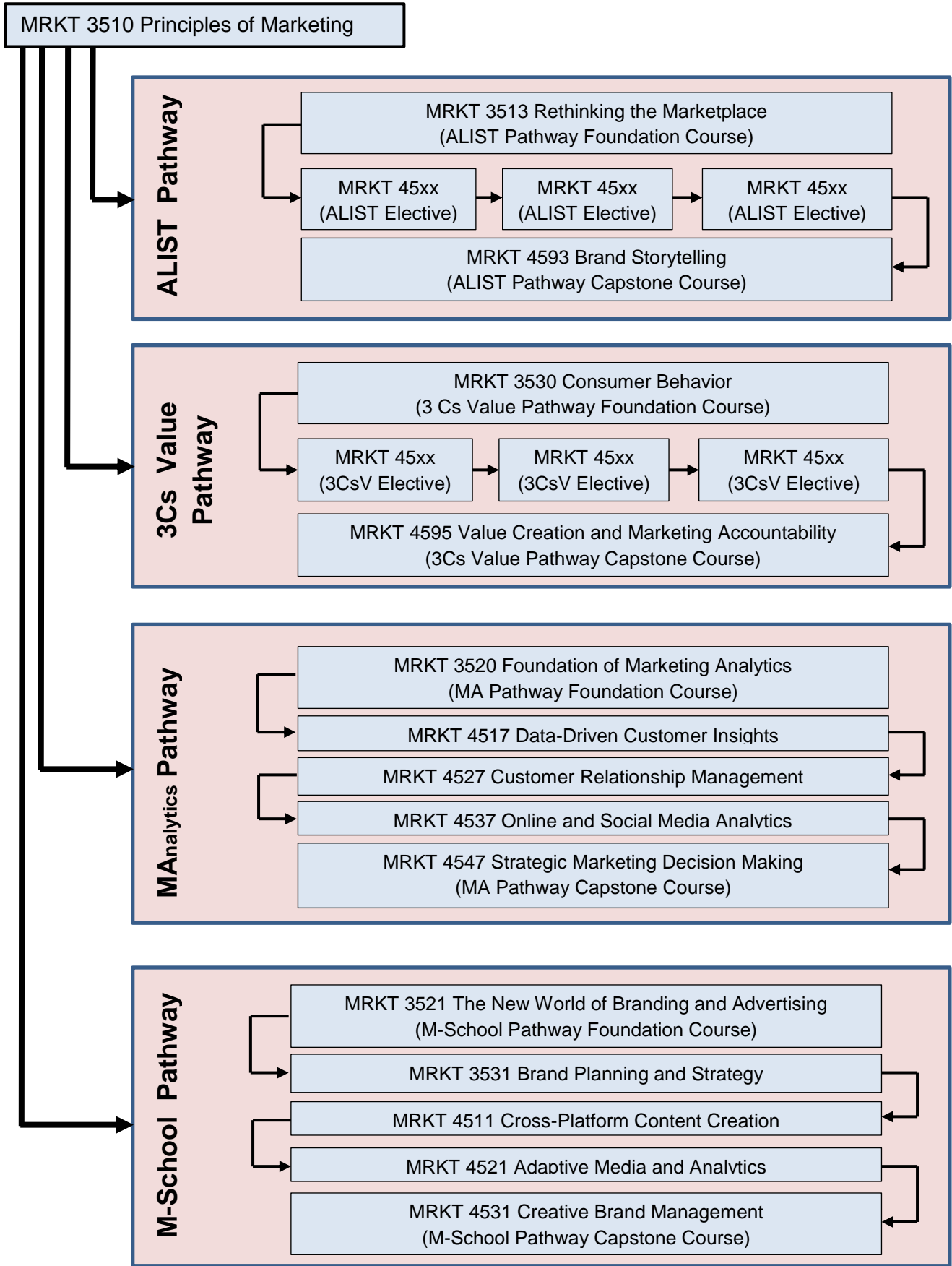


Marketing Major Pathways Curriculum Flowchart



ALIST Pathway Elective and Required Courses

- MRKT 3513 Rethinking the Marketplace (Required Foundation: *4 semester hours*)
- MRKT 4523 Historical Survey of Business and Capitalism in Society (Elective: *4 semester hrs*)
- MRKT 4530 Sports Marketing (Elective: *4 semester hours*)
- MRKT 4533 Psychology of Health and Marketing (Elective: *4 semester hours*)
- MRKT 4535 Public Policy and Marketing (Elective: *4 semester hours*)
- MRKT 4543 Brands, Celebrities and the Arts (Elective: *4 semester hours*)
- MRKT 4553 Non-Profit Marketing (Elective: *4 semester hours*)
- MRKT 4563 New Perspectives for Understanding Markets (Elective: *4 semester hours*)
- MRKT 4565 The Psychology of Selling and Consuming (Elective: *4 semester hours*)
- MRKT 4580 Modern Consumer Culture (Elective: *4 semester hours*)
- MRKT 4593 Brand Storytelling (Required Capstone: *4 semester hours*)

3Cs Pathway Elective and Required Courses

- MRKT 3530 Consumer Behavior (Required Foundation: *4 semester hours*)
- MRKT 3570 Marketing Law (Elective: *4 semester hours*)
- MRKT 4510 Advertising and Promotion Management (Elective: *4 semester hours*)
- MRKT 4515 Managing Retail and Service Businesses (Elective: *4 semester hours*)
- MRKT 4523 Historical Survey of Business and Capitalism in Society (Elective: *4 semester hrs*)
- MRKT 4525 Competitive Strategy (Elective: *4 semester hours*)
- MRKT 4533 Psychology of Health and Marketing (Elective: *4 semester hours*)
- MRKT 4535 Public Policy and Marketing (Elective: *4 semester hours*)
- MRKT 4540 Professional Selling (Elective: *4 semester hours*)
- MRKT 4545 New Product Development (Elective: *4 semester hours*)
- MRKT 4550 Brand Management (Elective: *4 semester hours*)
- MRKT 4555 Business-to-Business Marketing (Elective: *4 semester hours*)
- MRKT 4560 Supply Chain Management and Logistics (Elective: *4 semester hours*)
- MRKT 4565 The Psychology of Selling and Consuming (Elective: *4 semester hours*)
- MRKT 4570 Pricing Goods and Services (Elective: *4 semester hours*)
- MRKT 4597 Marketing Strategy in the Global Environment (Elective: *4 semester hours*)
- MRKT 4595 Value Creation and Marketing Accountability (Required Capstone: *4 semester hrs*)

MA Pathway Required Courses

- MRKT 3520 Foundation of Marketing Analytics (Required Foundation: *4 semester hours*)
- MRKT 4517 Data-Driven Customer Insights (Required: *4 semester hours*)
- MRKT 4527 Customer Relationship Management (Required: *4 semester hours*)
- MRKT 4537 Online and Social Media Analytics (Required: *2 semester hours*)
- MRKT 4547 Strategic Marketing Decision Making (Required Capstone: *4 semester hours*)

M-School Pathway Required and Elective Courses

- MRKT 3521 The New World of Branding and Advertising (Required Foundation: *4 semester hours*)
- MRKT 3531 Brand Planning and Strategy (Required: *4 semester hours*)
- MRKT 4511 Cross-Platform Content Creation (Required: *3 semester hours*)
- MRKT 4521 Adaptive Media and Analytics (Required: *4 semester hours*)
- MRKT 4531 Creative Brand Management (Required Capstone: *3 semester hours*)