MKTG 4110  Research and Analytics  3

Choose One:

MKTG 4120  Advanced Marketing Strategy  3

or MKTG 4220  Sales Management

Choose One:

MKTG 4100  Consumer Behavior  3

or MKTG 4250  Social and Online Marketing

Select three of the following:  9

MKTG 4100  Consumer Behavior  2
MKTG 4105  Customer Relationship Mktg
MKTG 4117  Business to Business Mktg
MKTG 4120  Advanced Marketing Strategy  2
MKTG 4137  Pricing
MKTG 4145  New Product Development
MKTG 4155  Brand Management
MKTG 4165  Retailing
MKTG 4220  Sales Management  2
MKTG 4230  Global Marketing
MKTG 4240  Relationship Marketing
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>MKTG 4250</td>
<td>Social and Online Marketing</td>
</tr>
<tr>
<td>MKTG 4260</td>
<td>Advertising and Promotions</td>
</tr>
<tr>
<td>MKTG 4275</td>
<td>Law in Marketing</td>
</tr>
<tr>
<td>MKTG 4290</td>
<td>Service Marketing</td>
</tr>
</tbody>
</table>

**General Business Elective Requirements**  

1. Beginning for students admitted Fall 2019.
2. If the course is not taken as a required course.
3. Any business course not being used for major course requirements, i.e., LGST, MGMT, MKTG, FINE, ACCN, ENRG, MGSC, INBS, INFO, TAXN.