

# SCHOOL OF BUSINESS ADMINISTRATION

## Marketing Emphasis Areas

NOTE: It is not required that a student have an emphasis with the major

<b>DIGITAL MARKETING</b>		
COURSE TITLE	UM	CHECK
<b>Required:</b>		
Advertising & Promotion	MKTG 353	
Social & Digital Media Strategy	MKTG 370	
Social & Digital Media Metrics	MKTG 371	
Advanced Campaign Planning	MKTG 465	

<b>GLOBAL SUPPLY CHAIN</b>		
COURSE TITLE	UM	CHECK
<b>Choose four from the following:</b>		
Introduction to Retailing	MKTG 361	
Distribution & Logistics Management	MKTG 462	
Analytical Tools for Supply Chain Management	MKTG 475	
Operation & Supply Chain Planning/Control	MKTG 477	
Value Creation Using Machine Strategy	MKTG 488	

<b>MARKETING ANALYTICS</b>		
COURSE TITLE	UM	CHECK
<b>Required:</b>		
Analytical Tools for Supply Chain Management	MKTG 475	
Value Creation Using Machine Strategy	MKTG 488	
Marketing Analytics	MKTG 496	
<b>&amp; choose one of the following:</b>		
Excel for Marketing	MKTG 360	
Social & Digital Media Metrics	MKTG 371	

<b>SALES</b>		
COURSE TITLE	UM	CHECK
<b>Required:</b>		
Professional Selling & Relationship Mktg	MKTG 354	
Sales Management	MKTG 458	
<b>&amp; choose two from the following:</b>		
Developing Products Customers Want	MKTG 357	
Services Marketing	MKTG 358	
Value Creation Using Machine Strategy	MKTG 488	
Negotiation & Dispute Resolution	BUS 322	