**DIGITAL MARKETING**
- □ MKTG 353 - Advertising & Promotion
- □ MKTG 370 - Social & Digital Media Strategy
- □ MKTG 371 - Social & Digital Media Metrics
- □ MKTG 465 - Advanced Campaign Planning

**GLOBAL SUPPLY CHAIN**
**Choose 4 from the following:**
- □ MKTG 361 - Introduction to Retailing
- □ MKTG 462 - Distribution & Logistics Management
- □ MKTG 475 - Analytical Tools for Supply Chain Management
- □ MKTG 477 - Operation & Supply Chain Planning/Control
- □ MKTG 488 - Value Creation Using Machine Strategy

**MARKETING Analytics**
- □ MKTG 475 - Analytical Tools for Supply Chain Mgmt
- □ MKTG 488 - Value Creation Using Machine Strategy
- □ MKTG 496 - Marketing Analytics

**Choose one of the following:**
- □ MKTG 360 - Excel for Marketing
- □ MKTG 371 - Social & Digital Media Metrics

**SALES**
- □ MKTG 354 - Professional Selling & Relationship Mktg
- □ MKTG 458 - Sales Management

**Choose 2 from the following:**
- □ MKTG 357 - Developing Products Customers Want
- □ MKTG 358 - Services Marketing
- □ MKTG 488 - Value Creation Using Machine Strategy
- □ BUS 322 - Negotiation and Dispute Resolution

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