



OLE MISS  
**BUSINESS**

# Marketing Emphases

## **DIGITAL MARKETING**

- MKTG 353     ENT 386
- ENT 387
- one additional general marketing course

## **GLOBAL SUPPLY CHAIN**

Choose 4 from the following:

- MKTG 361     MKTG 462
- MKTG 475     MKTG 477
- MKTG 488

## **SALES**

- MKTG 354     MKTG 458
- Choose 2 from the following:
- SPCH 105     MKTG 358
- MKTG 488     BUS 322

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