



School of
**Business
Administration**

Marketing Emphases

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 Management
- MKTG 488 - Value Creation Using Machine Strategy
- MKTG 496 - Business Analytics

Choose 1 of the following:

- MKTG 360 - Excel for Marketing
- MKTG 371 - Social & Digital Media Metrics
- MKTG 495 - Marketing and Sales Consultancy

SALES

- MKTG 354 - Professional Selling & Relationship Marketing
- MKTG 458 - Sales Management
- MKTG 495 - Marketing and Sales Consultancy

Choose 1 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.