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

**DIGITAL MARKETING**
- □ MKTG 353 - Advertising & Promotion
- □ MKTG 370 - Social & Digital Media Strategy
- □ MKTG 381 - Building Strong Brands
  *Choose 1 from the following:*
  - □ 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 381 - Building Strong Brands
  - □ MKTG 495 - Marketing and Sales Consultancy

**SALES**
- □ MKTG 381 - Building Strong Brands
- □ 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