



Marketing Emphases

DIGITAL MARKETING STRATEGY

- MKTG 353 - Advertising & Promotion
- MKTG 370 - Social & Digital Media Strategy
- MKTG 381 - Building Strong Brands

Choose 1 of the following:

- MKTG 361 - Introduction to Retailing
- MKTG 371 - Social & Digital Media Metrics
- MKTG 465 - Advanced Campaign Planning

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

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

PLEASE NOTE: An emphasis is not required with this major.