

Marketing majors will demonstrate:

1. An understanding of marketing's role in providing value for stakeholders based on concepts and strategies related to product issues.
2. An understanding of marketing's role in providing value for stakeholders based on concepts and strategies related to pricing issues.
3. An understanding of marketing's role in providing value for stakeholders based on concepts and strategies related to place issues.
4. An understanding of marketing's role in providing value for stakeholders based on concepts and strategies related to promotion issues.
5. An understanding of segmenting and targeting.
6. An understanding of positioning.
7. An understanding of consumer behavior.
8. An understanding of qualitative and quantitative marketing research techniques.
9. The ability to provide solutions to applied marketing problems.

Objective	MKT 3130: Principles	MKT 3610: Personal Selling	MKT 3620: IMC	MKT 3650: Consumer Behavior	MKT 4500: Marketing Research	MKT 4610: Marketing Problems	MKT 3180-ADD OTHER INTL COURSES	MKT 3640: Retailing	MKT 4150: B2B	MKT 4170: Distribution	MKT 4300: New Venture Creation	MKT 4310: Digital Marketing	MKT 4420: Services Marketing	MKT 4490: Practicum
1. Product issues	I													
2. Pricing issues	I													
3. Place issues	I													
4. Promotion issues	I													
5. Segmenting and Targeting	I													
6. Positioning	I													
7. Consumer Behavior	I													
8. Marketing research methods	I													
9. Applied mkt problems														

Required Courses