

Choosing a MKT Elective Summary

Career Paths	Foundational Elective	Additional Elective Choices (and/or)
Advertising & Promotion	MKT 405	Digital Marketing Course, Practicum MKT 406 Consumer Insights Course
Professional Sales	MKT 410	MKT 415, MKT 430
Brand/MKT Assistant/Analyst	MKT 445 or 440	MKT 465, for B:B MKT 410 Advertising & Promotion Course
Global Brand Assistant/Analyst	MKT 465	MKT 440 or MKT 445 Advertising & Promotion Course
Marketing Insights or Marketing Research	MKT 402	MKT 450 or MKT 499 Marketing Analytics Advertising & Promotion Course
Customer Experience	MKT 450	MKT 499 Marketing Analytics or MKT 402 Digital Marketing Course
New Product Development & Licensing	MKT 445	Practicum MKT 446, MKT 440 Consumer Insights Course Advertising & Promotion Course
Academia	MKT 450 and 402	BUAD 493/494 (by invitation)

Spring 2018 Marketing Elective Course Offerings by Career Tracks

Advertising & Promotion

- MKT 405: Advertising and Promotion Management
- MKT 406: Practicum in Advertising and Promotion Design*
- MKT 425: Marketing in a Digital World*
- MKT 499: Marketing Analytics *

Professional Sales & Retail Management

- MKT 410: Professional Selling
- MKT 415: Sales Force Management
- MKT 430: Retail Management

Brand & Marketing Management

- MKT 445: New Product Development and Branding
- MKT 440: Marketing Analysis and Strategy
- MKT 465: Global Marketing Management

Spring 2018 Marketing Elective Course Offerings by Career Tracks

Global Marketing Management

- MKT 465 Global Marketing
- MKT 440: Marketing Analysis and Strategy
- MKT 445: New Product Development and Branding

Marketing Insights/ Marketing Research

- MKT 402: Research Skills for Marketing Insights
- MKT 450: Consumer Insights/ Behavior and Marketing
- MKT 499: Marketing Analytics *

New Product Development or Licensing

- MKT 445: New Product Development and Branding
- MKT 446L: Practicum in New Product Development and Branding*

2018 Spring Marketing Elective Course Offerings by Career Tracks

Customer Experience

- MKT 450: Consumer Behavior and Marketing
- MKT 499: Marketing Data Analytics*
- MKT 402: Research Skills for Marketing Insights
- MKT 425: Marketing in a Digital World*
- BUAD 493/494: Honors Research Seminar in Marketing (by invitation)

Academia

- MKT 402: Research Skills for Marketing Insights
- MKT 450: Consumer Insights/ Behavior and Marketing
- BUAD 493/494: Honors Research Seminar in Marketing (by invitation)

*Spring only courses