

# Marketing Curriculum by Track

Required & Supplemental Courses	1. General Marketing Management	2. Business Development & Sales Specialty	3. Strategic Insights & Analytics Specialty
<p><b>Required Courses</b>            301   Principles of Marketing            330   Consumer Behavior            342   Marketing Research            450W   Strategy</p> <p><b>Supplemental Courses (1 credit)</b>            397   Marketing Skills, tbd            495A   Brand Mgmt and Campaign Strategy**</p>	<p><b>Pick 3:</b>  <u>Skill Building Courses</u>            327   Retailing            410   Personal Selling            426   Business Marketing            428   Advanced Sales Mgmt            437   Advanced Retailing            440   Services Marketing            449   Sports Bus Mktg Strat            472   Strategic Brand Mgmt            474   Marketing Analytics            497   Prime Practicum**</p> <p><u>Industry-Relevant Courses</u>            422   Advertising &amp; Promo*            442   Sustainable Behavior*            443   Sports Marketing*            445   Global Marketing*            473   Digital Marketing*</p>	<p><b>Pick 2:</b>  <u>Skill Building Courses</u>            327   Retailing            410   Personal Selling            426   Business Marketing            428   Advanced Sales Mgmt            440   Services Marketing</p> <p><b>Pick 1:</b>  <u>Industry-Relevant Courses</u>            422   Advertising &amp; Promo*            442   Sustainable Behavior*            443   Sports Marketing*            445   Global Marketing*            473   Digital Marketing*</p>	<p><b>Pick 2:</b>  <u>Skill Building Courses</u>            437   Advanced Retailing            449   Sports Bus Mktg Strat            472   Strategic Brand Mgmt            474   Marketing Analytics            495A   Prime Practicum**</p> <p><b>Pick 1:</b>  <u>Industry-Relevant Courses</u>            422   Advertising &amp; Promo*            442   Sustainable Behavior*            443   Sports Marketing*            445   Global Marketing*            473   Digital Marketing*</p>

\*Courses appropriate for any track

\*\*Practicum courses require an application to join