BBA - Marketing Course Flow

**Prerequisites:** Are courses or requirements that must be completed before enrollment in a course.

- **Math 1315 or equivalent**
- **Math 1316 or equivalent**
- **Insy 2303 Introduction to MIS**
- **Econ 2306 Principles of Microeconomics**
- **BStat 3321 Business Statistics**
- **Mark 3321 Principles of Marketing**
- **Mark 3322 Professional Selling**
- **Mark 3323 – Integrated Marketing Communications**
- **Mark 3325 – Internet Marketing**
- **Mark 4303 – Retail and Service Marketing**
- **Mark 4308 Sales Force Management**
- **Mark 4322 Adv Mkt Management and Strategy**
- **Mark 4325 International Marketing**
- **Mark 4311 Marketing Research**
- **Mark 3324 Buyer Behavior**
- **Mark 4323 – Internet Marketing**
- **Mark 4325 – Internet Marketing**

**Attention:** Mana 4322 – Organizational Strategy requires senior standing and all business core courses completed prior to enrollment.

For a complete list of degree requirements, course descriptions, or a complete list of prerequisites for business courses, please consult your Undergraduate Catalog.