

Marketing Department TAOC Majors
Marketing

COB Gen Ed:

Course:	Number	Cr	Semester	Grade
Bus Comm	BEd333	3		
Total Credits				3

Business Core:

Course:	Number	Cr	Semester	Grade
Bus Policy	MGT481	3		
Corp Fin	FIN313	3		
Total Credits				9

Marketing Specialization

Consumer Behav	MKTG 330	3		
Ad. Mgmt.	MKTG 340	3		
Sales Mgmt.	MKTG 370	3		
Int. Mktg.	MKTG 380	3		
Mktg. Research	MKTG 440	3		
Mktg. Mgmt.	MKTG 460	3		
*Mktg. Elective.	MKTG -----	3		
Total Credits				21

Electives in Business:

*Elective	300+	3		
*Elective	300+	3		
*Elective	300+	3		
*Elective	300+	3		
*Elective	300+	3		
Total Credits				15

COB Professional Development Program:

Course	Credits
InterBus301	0
InterBus302	0
InterBus401	0
InterBus402	0
Total Credits	0

Effective
9/11/2014