

Code	Title	Prerequisite(s)
___ BUA 110	Principles of Management	
___ MRK 230	Principles of Marketing	BUA 110 (required for department majors), or CST 170, or PSY 100
___ MRK 240	Applied Public Relations	MRK 230
Plus choose three of the following:		
___ BUA 328	Power, Influence, and Negotiation	BUA 110
___ BUA 335	Retail Management	BUA 110, MRK 230
___ MRK 250	Consumer Behavior	MRK 230, PSY 100
___ MRK 320	Marketing Research	MRK 250, MAT 110
___ MRK 330	Branding	MRK 230
___ MRK 331	Service Marketing	MRK 230
___ MRK 332	Sales Management	MRK 230
___ MRK 334	Applied Advertising and Promotion	MRK 230
___ MRK 335	Business-to-Business Marketing	MRK 230
___ MRK 336	Global Marketing	MRK 230