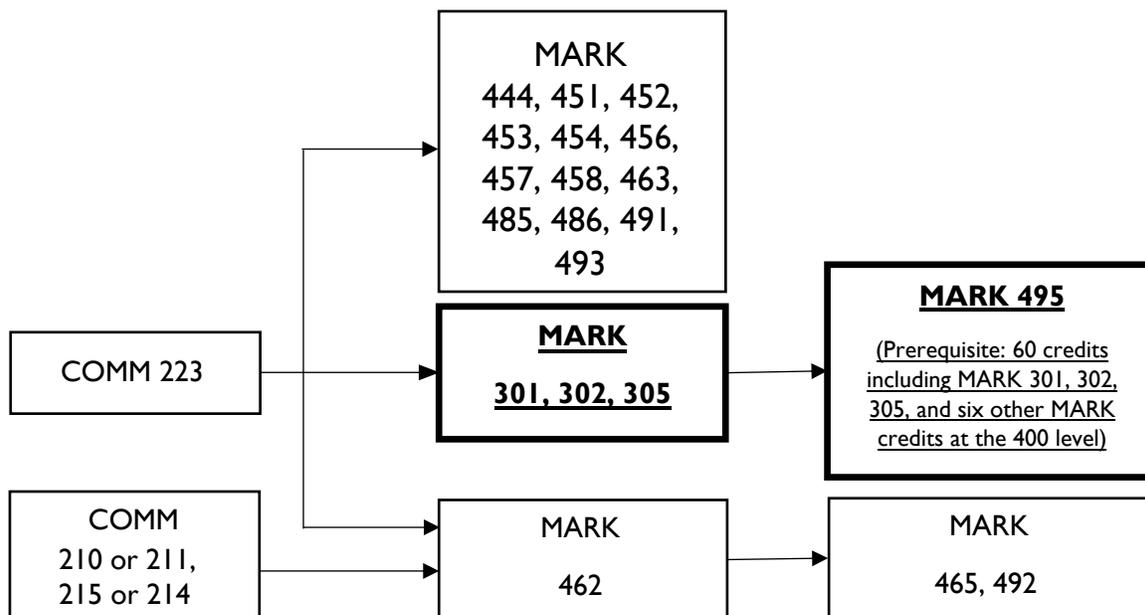


Structure of the Major in Marketing

The major in Marketing requires the completion of 24 credits (8 courses). The required four courses are **bolded and underlined**. The remaining courses can be chosen from the other courses offered by the department.



Notes:

1. A prerequisite refers to a course that should be completed before the course that appears at the tip of the arrow (—>). For example, MARK 301 must be completed before MARK 495.
2. The four required courses appear in **bolded and underlined**.
3. COMM courses that are prerequisites to MARK courses are shown next to the MARK courses.
4. To review the course requirements for your year of entry in the program, please refer to the undergraduate calendar or degree worksheet for that year.
5. Students are responsible for following the correct sequence of courses required for the completion of a particular major. Students who fail a course must repeat it before taking the next course.
6. The Minor in Marketing consists of MARK 302, MARK 305 and six additional Marketing credits.