

TWO-YEAR SCHEDULE OF COURSES

Marketing

2014 - 2016

Course # and Title	Summer 2014	Fall 2014	Spring 2015	Summer 2015	Fall 2015	Spring 2016
MK 301 Marketing Principles	1	4	3	1	4	3
MK 302 Consumer Behavior			2			2
MK 309 Social Engagement Technologies		1	2		1	2
MK 341 Advertising		1			1	
MK 361 Multinational Marketing		1			1	
MK 370 Visual Communication in Marketing			1			1
MK 401 Professional Exp in Marketing						
MK 402 Market Analysis		2			2	
MK 405 Seminar In Marketing: Social Engagement in Technologies			2			2
MK 410 Issues in Innovation Planning						
MK 433 Sales Management			2			2
MK 441 Advertising Seminar			1			1
MK 470 Internet Marketing		1			1	
MK 491 Marketing Research						
MK 495 Marketing Management			1			1

MK 498

Independent Study

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