

**DEPARTMENT OF MANAGEMENT, MARKETING, AND SUPPLY CHAIN MANAGEMENT  
TENTATIVE TWO-YEAR COURSE SEQUENCE SP15 - SP17**

<b>MARKETING</b>		<b>Sp</b>	<b>Su</b>	<b>Fa</b>	<b>Sp</b>	<b>Su</b>
		<b>2015</b>	<b>2015</b>	<b>2015</b>	<b>2016</b>	<b>2016</b>
	MK 301 MARKETING PRINCIPLES	4	1	5	4	1
<i>Spring Only</i>	MK 302 CONSUMER BEHAVIOR	2			2	
	MK 309 SOCIAL ENGAGEMENT TECHNOLOGIES	2			2	
<i>Spring Only</i>						
<i>Fall Only</i>	MK 341 ADVERTISING			2		
<i>Fall Only</i>	MK 361 MULTINATIONAL MARKETING			2		
	MK 370 VISUAL COMMUNICATION IN MARKETING	2			2	
<i>Spring Only</i>						
	MK 401 PROFESSIONAL EXPERIENCE	1		1	1	
<i>Fall Only</i>	MK 402 MARKET ANALYSIS			2		
	MK 405 SEMINAR IN MARKETING					
	MK 410 ISSUES IN INNOVATION PLANNING					
	MK 433 SALES MANAGEMENT					
<i>Spring Only</i>	MK 441 ADVERTISING SEMINAR	1			1	
<i>Fall Only</i>	MK 470 INTERNET MARKETING			1		
	MK 491 MARKETING RESEARCH					
<i>Spring Only</i>	MK 495 MARKETING MANAGEMENT	2			2	
	MK 498 INDEPENDENT STUDY					

Fa 2016	Sp 2017
5	4
	2
	2
2	
2	
	2
1	1
2	
	1
1	
	2