

# KINGFISHER: MARKETING

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The Marketing Kingfisher Concentration offers students the opportunity to gain a preliminary of marketing principles and their application.

**This Kingfisher Concentration is only available to students who are not in the Heider College of Business.**

## KINGFISHER: MARKETING REQUIREMENTS (9 CREDITS)

| Code                         | Title                        | Credits  |
|------------------------------|------------------------------|----------|
| MKT 319                      | Principles of Marketing      | 3        |
| Select two of the following: |                              | 6        |
| MKT 333                      | Consumer and Market Behavior |          |
| MKT 335                      | Sales Management             |          |
| MKT 343                      | Marketing Research           |          |
| MKT 353                      | Advertising and Promotion    |          |
| MKT 361                      | Marketing Analytics          |          |
| MKT 363                      | Global Marketing             |          |
| MKT 377                      | Public Relations             |          |
| MKT 433                      | Digital Marketing            |          |
| MKT 435                      | Agency Practicum I           |          |
| MKT 453                      | Sports Marketing             |          |
| <b>Total Credits</b>         |                              | <b>9</b> |