

KINGFISHER: MARKETING

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 and Special Event Marketing	
Total Credits		9