

# MARKETING: GENERAL TRACK

The General Marketing Track within the Marketing Major combines nine credits of required courses with nine credits of upper-level marketing electives chosen by the student. This track is designed to provide students with added flexibility to tailor their major experience to their specific interests in the field of Marketing.

## Marketing: General Track requirements: 18 credits

Code	Title	Credits
MKT 333	Consumer and Market Behavior	3
MKT 343	Marketing Research	3
MKT 473	Marketing Management: Policy and Strategy	3
Select nine additional credits in MKT at the 300 level or above (except MKT 319). <sup>1</sup>		9
<b>Total Credits</b>		<b>18</b>

<sup>1</sup> MKT 363 Global Marketing fulfills the Global and Cross-Cultural Business requirement and may also serve as a major elective only for students in the General Marketing Track.

NOTE: Students performing a marketing-specific role in BUS 436 iJay Practicum II may seek Department Chair approval to count BUS 436 iJay Practicum II as an elective for the General Marketing Track. BUS 435 iJay Practicum I and MKT 435 Agency Practicum I cannot be used to fulfill a major elective in the General Marketing Track.