# Marketing Major

## Specific Course Requirements

**Required Courses:**

- **MARK 3001: Introduction to Marketing**
  - Prerequisites: Sophomore standing, ECON 1103
  - Typically taken: Sophomore or Junior
  - Typically offered: Fall, Spring and Summer

- **MARK 4060: Marketing Research**
  - Prerequisites: MARK 3001 and approved Statistics course
  - Typically taken: Junior or Senior
  - Typically offered: Fall and Spring

- **MARK 4110: Marketing Management**
  - Prerequisites: Senior standing, MARK 3001, MARK 4060, and one other MARK course; MARK major or consent of instructor
  - Typically taken: Senior, prefer final semester
  - Typically offered: Fall and Spring

**Three Electives from the Following:**

- **MARK 4010: Consumer Behavior**
  - Prerequisite: MARK 3001
  - Typically taken: Junior or Senior
  - Typically offered: Fall and Spring

- **MARK 4030: Customer Relationship Management**
  - Prerequisite: MARK 3001
  - Typically taken: Junior or Senior
  - Typically offered: Fall and Spring

- **MARK 4040: International Marketing (IB)**
  - Prerequisite: MARK 3001
  - Typically taken: Junior or Senior
  - Typically offered: Spring

- **MARK 4050: Digital Marketing**
  - Prerequisite: MARK 3001
  - Typically taken: Junior or Senior
  - Typically offered: Fall and Spring

- **MARK 4065: Marketing Analytics**
  - Prerequisites: MARK 3001 and BUAD 1560 (business student)
  - Typically taken: Junior or Senior
  - Typically offered: Variable

- **MARK 4070: Marketing and Society**
  - Prerequisite: MARK 3001
  - Typically taken: Junior or Senior
  - Typically offered: Variable

- **MARK 4080: Product and Pricing Strategy**
  - Prerequisite: MARK 3001
  - Typically taken: Junior or Senior
  - Typically offered: Fall and Spring

- **MARK 4085: Marketing Channel Strategy**
  - Prerequisite: MARK 3001
  - Typically taken: Junior or Senior
  - Typically offered: Variable

- **MARK 4091: Advanced Selling**
  - Prerequisite: MARK 4094
  - Typically taken: Junior or Senior
  - Typically offered: Spring

- **MARK 4092: Sales Management**
  - Prerequisite: MARK 4094
  - Typically taken: Junior or Senior
  - Typically offered: Variable

- **MARK 4095: Retailing Management**
  - Prerequisites: MARK 3001
  - Typically taken: Junior or Senior
  - Typically offered: Fall

- **MARK 4100: Professional Selling**
  - Prerequisite: MARK 3001
  - Typically taken: Junior or Senior
  - Typically offered: Fall and Spring

- **MARK 4110: Marketing Management**
  - Prerequisites: Sr. standing, MARK 3001, MARK 4060, and one other MARK course; MARK major or consent of instructor
  - Typically taken: Senior, prefer final semester
  - Typically offered: Fall and Spring

- **MARK 4912: Sales Management**
  - Prerequisite: MARK 4094
  - Typically taken: Junior or Senior
  - Typically offered: Variable

A minimum GPA of 2.000 must be earned in all College of Business Administration courses taken at Marquette University. A grade of C or higher must be earned in each of a student’s major courses, including the core courses introducing the major. Credit is never given twice for the same course, with the exception of different sections of variable topic courses.

Students can complete MARK 4986: Marketing Internship: Grading Period or MARK 4989: Marketing Internship: Work and Grading Period, but it will not count towards one of the MARK major electives.

Course information and details are subject to change; find full course information on CheckMarq and bulletin.marquette.edu.

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