MARKETING MAJOR
Specific Course Requirements

REQUIRED COURSES:

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: 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

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: Fall and Spring

MARK 4050: DIGITAL MARKETING
Prerequisite: MARK 3001
Typically taken: Junior or Senior
Typically offered: Spring

MARK 4065: MARKETING ANALYTICS
Prerequisites: MARK 3001 and approved Statistics course
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 4094: PROFESSIONAL SELLING
Prerequisite: MARK 3001
Typically taken: Junior or Senior
Typically offered: Fall and Spring

MARK 4095: RETAILING MANAGEMENT
Prerequisites: MARK 3001
Typically taken: Junior or Senior
Typically offered: Fall

MARK 4931: TOPICS IN MARKETING
Prerequisite: MARK 3001
Typically taken: Junior or Senior
Typically offered: Variable

MARK 4953: SEMINAR IN MARKETING
Prerequisite: MARK 3001
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, but it will not count towards one of the three major electives.

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