MARKETING MAJOR
Specific Course Requirements

REQUIRED COURSES:

**MARK 3001: INTRODUCTION TO MARKETING**
Prerequisites: Soph. Standing, ECON 1103
Typically taken: Sophomore or Junior
Typically offered: Fall, Spring and Summer

**MARK 4060: MARKETING RESEARCH**
(Analytics Structured Elective)
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 4050: DIGITAL MARKETING**
(Disco. Tier: Expanding Our Horizons)
Prerequisite: MARK 3001
Typically taken: Junior or Senior
Typically offered: Spring

**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 4094: PROFESSIONAL SELLING**
Prerequisite: MARK 3001
Typically taken: Junior or Senior
Typically offered: Fall and Spring

**MARK 4191: ADVANCED SELLING**
Prerequisite: MARK 4094
Typically taken: Junior or Senior
Typically offered: Spring

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

**MARK 4020: INTEGRATED MARKETING COMMUNICATIONS**
Prerequisite: MARK 3001
Typically taken: Junior or Senior
Typically offered: Spring

**MARK 4040: INTERNATIONAL MARKETING**
(Int’l Business / Disco. Tier: Crossing Boundaries)
Prerequisite: MARK 3001
Typically taken: Junior or Senior
Typically offered: Fall and Spring

**MARK 4065: MARKETING ANALYTICS**
(Analytics Structured Elective)
Prerequisites: MARK 3001 and BUAD 1560 (Business students)
Typically taken: Junior or Senior
Typically offered: Variable

**MARK 4075: STRATEGIC BRAND MANAGEMENT**
Prerequisite: MARK 3001
Typically taken: Junior or Senior
Typically offered: Variable

**MARK 4085: MARKETING CHANNEL STRATEGY**
Prerequisite: MARK 3001
Typically taken: Junior or Senior
Typically offered: Variable

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

**MARK 4192: 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. Details on course requirements for the Professional Selling program concentration within the Marketing Major, please reach out to Dr. Alexander Milovic.