

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.