

Marketing - Two-Year Schedule

Marketing courses	Fall 2023		Spring 2024		Summer 2024 Online	Fall 2024		Spring 2025		Summer 2025 Online	Fall 2025		Spring 2026		Summer 2026 Online
	Campus	Online	Campus	Online	Online	Campus	Online	Campus	Online	Online	Campus	Online	Campus	Online	Online
Required Courses															
MKTG 3800 Principles of Marketing	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MKTG 4800 Personal Selling	X	X			X			X	X		X	X			X
MKTG 4820 Consumer Behavior			X	X		X	X			X			X	X	
MKTG 4830 Marketing Communications	X	X			X			X	X		X	X			X
MKTG 4890 Marketing Management	X	X			X			X	X		X	X			X
MKTG 4910 Marketing Research			X	X		X	X			X			X	X	
Elective Courses															
MKTG 3805 RE Mktg & Property Mngt						X	X				X	X			
MKTG 4840 Social Media Marketing				X						X			X	X	
MKTG 4850 Marketing Channels		X				X	X			X					
MKTG 4870 Sports Marketing					X				X					X	
MKTG 4875 Service Marketing			X	X				X	X				X	X	X
MKTG 4895 Marketing Analytics							X					X			
MBA Courses															
BUSA 6120 Marketing Management		X		X	X		X		X	X		X		X	X