

Key for Priorities

1 = Strongly Recommended

2 = Recommended

14-Week Electives

308: Pricing

310: Management of Sales Operations

311: Advertising Management

312: Retail Management

313: Consumer Behavior

315: International Marketing Management

318: Marketing Research Design & Analysis

323: Services Marketing

325: New Product Management

407: Designing Persuasive Communications

7-Week Electives

303: Brand/Product Management

316: Sensory Marketing

321: Digital Marketing