

MARKETING

Drs. C. Pullig and M. George, Faculty Mentors

To earn a **Major in Marketing**, a student must complete three required marketing courses (beyond MKT 3305 Principles of Marketing in the professional business core) and three elective marketing courses. In this major, students are able to complete an emphasis in Sports Strategy & Sales (S3) or tailor their own marketing emphasis by selecting any three marketing courses beyond the required courses of MKT 3325 Consumer Behavior, MKT 3330 Marketing Research and MKT 4330 Marketing Analysis and Decision Making.

Marketing Major

Code	Title	Hours
Major Requirements		
MKT 3325	Consumer Behavior	3
MKT 3330	Marketing Research	3
MKT 4330	Marketing Analysis and Decision Making	3
Any three courses from the following list or complete three courses from the Sports Strategy & Sales emphasis area:		9
MKT 3310	Professional Selling and Communications	
MKT 3320	Advertising Procedures	
MKT 3340	Nonprofit Marketing	
MKT 4315	Retail Store Management	
MKT 4321	Advertising Campaigns	
MKT 4322	Multicultural Marketing in a Global World	
MKT 4324	European Business Seminar	
MKT 4325	International Marketing	
MKT 4340	Strategic Brand Management	
MKT 4341	Sports Marketing & Sales	
MKT 4342	Sports Marketing Analytics	
MKT 4350	Digital Marketing	
MKT 4360	Customer Analytics	
MKT 4395	Marketing Internship	
MKT 4398	Directed Studies in Marketing	
Total Hours		18

Sports Strategy & Sales (S3) Emphasis

Code	Title	Hours
MKT 3310	Professional Selling and Communications (S3 Sales)	3
MKT 4341	Sports Marketing & Sales (S3 Sales)	3
MKT 4342	Sports Marketing Analytics (S3 Analytics)	3
MKT 4360	Customer Analytics (S3 Analytics)	3
MKT 4396	Sports Marketing Internship I	3
MKT 4397	Sports Marketing Internship II (S3 Analytics) ¹	3

¹ Summer Baylor Abroad Program