

Marketing

Central Connecticut State University
 School of Business Curriculum Worksheet
 Major in Marketing, BS

Name _____
 ID#: _____
 Advisor _____

		Sequence for Core Courses			
		Jr. 1	Jr. 2	Sr. 1	Sr. 2
Marketing Core 12 Credits					
MKT 305	Consumer Behavior (MKT 295)				
MKT 373	Marketing Research (MKT 295, STAT 201)				
MKT 380	Market Data Analysis (MKT 295, STAT 201)				
MKT 450	Marketing Strategy and Plan (Marketing major, any two 300+ level courses taken prior, and senior standing)				

		Sequence for Core Courses			
		Jr. 1	Jr. 2	Sr. 1	Sr. 2
Directed Electives (9 Credits)					
MKT 306	Advertising and Promotion (MKT 295)				
MKT 307	Sales Administration (MKT 295) Fall Semester				
MKT 311	Retailing (MKT 295)				
MKT 321	International Marketing (MKT 295)				
MKT 350	Social Media Marketing (MKT 295)				
MKT 358	Relationship Marketing (MKT 295) Spring Semester				
MKT 359	Special Events Marketing (MKT 295) Fall Semester				
MKT 360	Branding (MKT 305)				
MKT 375	Services Marketing (MKT 305)				
MKT 439	Direct Marketing (MKT 373)				
MKT 481	Consultative Selling Techniques (MKT 295)				
MKT 482	Marketing Analytics (MKT 373)				
MKT 494	Independent Study in Marketing				
MKT 497	Marketing Internship				
MKT 498	Marketing Seminar				

		Sequence for Core Courses			
		Jr. 1	Jr. 2	Sr. 1	Sr. 2
Business Electives (9 Credits)					
	Any 300 or 400 level business course				
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		Sequence for Core Courses			
		Jr. 1	Jr. 2	Sr. 1	Sr. 2
Upper Division Capstone (3 Credits)					
MGT 480	Strategic Management (Common Business Core & 100 credits or more)				
BUS 480	Capstone Seminar (Concurrent with MGT 480, 0 credits)				