

Marketing

Central Connecticut State University
 School of Business Curriculum Worksheet
 Fall 2017
 Major in Marketing, BS

Name _____
 ID#: _____
 Advisor _____

Marketing Core (12 Credits)

Sequence for core courses

		Junior 1	Junior 2	Senior 1	Senior 2
MKT 305	Consumer Behavior (MKT 295)	✓			
MKT 373	Marketing Research (MKT 295, STAT 201, MKT 305)		✓		
MKT 380	Market Data Analysis (MKT 373)			✓	
MKT 450	Marketing Strategy and Plan (AC 212, FIN 295, MGT 295, MIS 201, MKT 305, MKT 380)				✓

Directed Marketing Electives (9 credits)

The directed electives are selected with an advisor for approval during the Jr. or Sr. year.

MKT 301	Creativity in Marketing (MKT 295)	
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 (MKT 295)	
MKT 358	Relationship Marketing (MKT 295) Spring Semester	
MKT 359	Special Events Marketing (MKT 295) Fall Semester	
MKT 360	Brand Marketing (MKT 305)	
MKT 375	Services Marketing (MKT 305)	
MKT 390	Product Development and Management (MKT 373)	
MKT 413	Business-to-Business Marketing (MKT 295)	
MKT 415	Marketing Touristic Startups (MKT 295, MGT 295, AC 211)	
MKT 439	Direct Marketing (MKT 373)	
MKT 444	Direct Marketing Analytics (MKT 373) Spring Semester	
MKT 470	Integrated Marketing Communication (MKT 306)	
MKT 481	Consultative Selling Techniques (MKT 305)	
MKT 494	Independent Study in Marketing	
MKT 496	Practicum in Marketing	
MKT 497	Marketing Internship	
MKT 498	Marketing Seminar	

(The pre-requisites for courses are in parenthesis)

Business Electives: Choose three courses (9 Credits)

Business Elective 300 level & above or a Marketing Internship	
Business Elective 300 level & above or a Marketing Internship	
Business Elective 300 level & above or a Marketing Internship	

Upper Division Capstone (3 Credits)

MGT 480 Strategic Management (3 credits) BUS 480 Capstone - 2 hour Seminar (0 credits)	Senior Year, final semester
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Total Credits Required for Graduation=120