

Western Connecticut State University

MARKETING MAJOR

MARKETING ELECTIVES:

Select two (2) additional courses (6 Semester Hours) from courses listed below.

MKT 322	Retailing Management (<i>Junior Standing and GPA ≥ 2.3</i>)	3 S.H.
MKT 324	Marketing Channels Management (<i>Junior Standing, MKT 301 and GPA ≥ 2.3</i>)	3 S.H.
MKT 327	Direct/Interactive Marketing (<i>MKT 30 and GPA ≥ 2.3</i>)	3 S.H.
MKT 380	Customer Relationship Management and Database Marketing (<i>MKT 301, MIS 260, FIN 230 or another statistics course by permission of instructor and GPA ≥ 2.3</i>)	3 S.H.
MKT 395	Advanced Advertising and Integrated Marketing Communications (<i>Junior standing and MKT 315, or another integrated marketing communication course, permission of instructor, and GPA ≥ 2.3</i>)	3 S.H.
MKT 398	Faculty Developed Study (<i>GPA ≥ 2.3</i>)	3 S.H.
MKT 399	Student Developed Study (<i>GPA ≥ 2.3</i>)	3 S.H.
MKT 411	E-commerce and Internet Marketing (<i>MIS 260, MKT 301, Junior Standing and GPA ≥ 2.3</i>)	3 S.H.
MKT 412	Product Development and Management (<i>Junior Standing, MKT 301 and GPA ≥ 2.3</i>)	3 S.H.
MKT 422	Global Marketing (<i>Senior Standing, MKT 301 and GPA ≥ 2.3</i>)	3 S.H.
MKT 455	Business Marketing (<i>Junior Standing, MKT 301 and GPA ≥ 2.3</i>)	3 S.H.
MKT 480	Selected Topics in Marketing (<i>Junior Standing, MKT 301 or permission of instructor and GPA ≥ 2.3</i>)	3 S.H.

