



**Business & Entrepreneurial Studies  
Marketing Concentration  
2016 – 2018**

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| Marketing Concentration                          | 18 cr |
| • MAR 217 Social Media Marketing                 | 3     |
| • MAR 218 Advertising                            | 3     |
| • MAR 306 Marketing Management for Entrepreneurs | 3     |
| <i>Select 9 credits from the following:</i>      | 9     |
| • <i>COE 201 Cooperative Education</i>           |       |
| • <i>MAR 323 Personal Selling</i>                |       |
| • <i>MAR 324 Consumer Behavior</i>               |       |
| • <i>MAR 3xx Social Media Analytics</i>          |       |
| • <i>MAR 3xx International Marketing</i>         |       |
| • <i>MAR 406 Marketing Research</i>              |       |
| • <i>PSY 311 Social Psychology</i>               |       |