

Marketing Concentration

Requires **12 units** from the following electives:

New	New #	Course Title
MKTG	660	Services Marketing
MKTG	661	Product Innovation and Management
MKTG	662	Marketing Communications
MKTG	663	Strategic Issues In Marketing
MKTG	665	Marketing Entrepreneurial Ventures
MKTG	667	Sales and Sales Force Management
MKTG	668	Business-To-Business Marketing
MKTG	669*	Marketing Research
MKTG	670	Technology in Marketing
MKTG	671	Global Marketing
MKTG	673	Pricing
MKTG	674	Formulating and Defending Marketing Strategies
MKTG	676	Brand Management
MKTG	677	Consumer Behavior

***Highly recommended** for all of those seeking a marketing concentration.