

Marketing Program: Major Elective Course Requirements (Any Two Courses)

| # | Course Code | Courses Title | Credit | Prerequisite |
|---|-------------|-------------------------------------|--------|---------------------|
| 1 | MKT 315 | Branding Strategy | 3 | MKT 201 and ECO 105 |
| 2 | MKT 316 | Sales Management | 3 | MKT 201 and ECO 105 |
| 3 | MKT 370 | Integrated Marketing Communications | 3 | MKT 324 |
| 4 | MKT 414 | Promotion and Advertising | 3 | MKT 318 |
| 5 | MKT 417 | Retail Management | 3 | MKT 311 |