

Marketing Program: Major Course Requirements

#	Course Code	Courses Title	Credit	Prerequisite
1	MKT 311	Consumer Behavior	3	MKT 201 and ECO 105
2	MKT 318	International Marketing	3	MKT 201
3	MKT 324	Services Marketing	3	MKT 311
4	MKT 326	Digital Marketing	3	MKT 311
5	MKT 411	Marketing Strategies	3	MKT 324
6	MKT 420	Marketing Research	3	MKT 411 and MGT 304
7	MKT 498	COOP Training Internship	6	120 Credits