

BBA Marketing (MKTG)

Course	Course Title	Pre-Requisite (Course #)	Co-Requisite (Course #)	Rotation (odd/even/every year(s))			
					Fall	Spring	Summer
3310	Principles of Marketing	BUSI 0011		F2F	Every	Every	
				Online	Every	Every	Every
				RELLIS	Every		
3311	Professional Selling			F2F	Every		
				Online	Every	Every	Every
				RELLIS		Every	
3315	Advertising and Promotional Strategy	MKTG 3310		F2F	Every		
				Online		Every	
				RELLIS		Every	
3325	Entrepreneurial Marketing			F2F			
				Online	Every	Every	Every
				RELLIS		Every	
3330	Buyer Behavior	MKTG 3310		F2F	Every		
				Online		Every	
				RELLIS		Every	
3333	Digital Marketing Fundamentals			F2F			
				Online	Every	Every	Every
				RELLIS	Every		
3340	Retail Management	MKTG 3310		F2F			
				Online		2026	
				RELLIS			
3345	Sales Management	MKTG 3310		F2F	Offerings contingent on successful faculty search		
				Online			
				RELLIS			
3350	Hospitality, Tourism, & Event Marketing			F2F			
				Online	Every		
				RELLIS			

BBA Marketing (MKTG)

3360	Social Media Marketing	MKTG 3310		F2F			
				Online	Every	Every	Every
				RELLIS	Every		
4310	Distribution Channel Strategy	MKTG 3310		F2F		Every	
				Online			
				RELLIS			
4320	Marketing Research	BAIS 3311 MKTG 3310		F2F		Every	
				Online	Every		
				RELLIS		Every	
4330	Services Marketing	MKTG 3310		F2F			
				Online	Every		
				RELLIS			
4340	International Marketing	MKTG 3310		F2F		Every	
				Online	Every		
				RELLIS			
4355	Marketing Analytics	MKTG 3310		F2F	Offerings contingent on successful faculty search		
				Online			
				RELLIS			
4380	Marketing Strategy	MKTG 3310		F2F	Every		
				Online		Every	
				RELLIS	Every		