

| MARKETING MAJOR | | Sp | Su | Fa | Sp | Su | Fa | Sp |
|------------------------|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | | 2024 | 2024 | 2024 | 2025 | 2025 | 2025 | 2026 |
| | MK 3301 MARKETING PRINCIPLES | | | | | | | |
| <i>Spring Only</i> | MK 3302 APPLIED CONSUMER INSIGHTS | | | | | | | |
| <i>Spring Only</i> | MK 3309 DIGITAL MARKETING | | | | | | | |
| <i>Fall Only</i> | MK 3341 INTEGRATED BRAND PROMOTION | | | | | | | |
| <i>Fall Only</i> | MK 3361 GLOBAL MARKETING | | | | | | | |
| <i>Spring Only</i> | MK 3362 SUBSISTENCE MARKETING AND SOCIAL INNOVATION | | | | | | | |
| <i>Spring Only</i> | MK 3370 VISUAL COMMUNICATION IN DIGITAL MARKETING | | | | | | | |
| <i>Fall Only</i> | MK 3381 MARKETING ANALYTICS AND AUTOMATION | | | | | | | |
| <i>Spring Only</i> | MK 3382 ADVANCED DATA DRIVEN DECISION MAKING IN MARKETING (cross-listed with BI 3341) | | | | | | | |
| <i>Fall Only</i> | MK 4402 APPLIED MARKET RESEARCH AND ANALYSIS | | | | | | | |
| | MK 4405 SEMINAR IN MARKETING | | | | | | | |
| | BPD 4490 BOLER PROFESSIONAL EXPERIENCE | | | | | | | |
| <i>Spring Only</i> | MK 4495 SUSTAINABLE MARKETING MANAGEMENT | | | | | | | |
| | MK 4498 INDEPENDENT STUDY | | | | | | | |
| <i>Spring Only</i> | IBLC 4495 CAPSTONE COURSE (IBLC/MK) | | | | | | | |
| <i>Fall Only</i> | MOL 3325 MANAGEMENT AND ORGANIZATIONAL LEADERSHIP | | | | | | | |
| <i>Spring Only</i> | MOL 4495 SPECIAL ISSUES IN MANAGEMENT AND ORGANIZATIONAL LEADERSHIP | | | | | | | |