

# MARKETING, EMPHASIS

---

## Requirements

Complete 12 semester credit hours, with a grade of "C" or better, from the following:

<b>Code</b>	<b>Title</b>	<b>Hours</b>
MKTG 2300	Principles of Marketing	3
MKTG 3310	Consumer Behavior	3
MKTG 4330	Promotional Strategy	3
INTB 4350	International Marketing	3
<b>Total Hours</b>		<b>12</b>