

Marketing Concentration

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Code	Title	Credits
Select five of the following:		15
ENTR 210	Introduction to Entrepreneurship	
MRKT 331	Customer Insights	
MRKT 338	New Product Design and Development	
MRKT 339	Selling	
MRKT 360	Digital Marketing	
MRKT 378	Marketing Analytics	
MRKT 420	Product & Brand Management	
MRKT 430	Marketing Research	
MRKT 432	Sales Management	
MRKT 435	International Marketing	
MRKT 470	Data-driven Marketing Decision Making	
MGMT 310	Co-op Work Experience I	
Total Credits		15