

BUSINESS: MARKETING: MARKETING ONLINE, BBA

REQUIREMENTS

MARKETING ONLINE MAJOR REQUIREMENTS

The marketing online major is a total of 18 credits consisting of the following 6 required courses.

Code	Title	Credits
MARKETNG 305	Consumer Behavior	3
MARKETNG 310	Marketing Research	3
MARKETNG 460	Marketing Strategy	3
MARKETNG 355	Marketing in a Digital Age	3
MARKETNG/ OTM 421	Fundamentals of Supply Chain Management	3
MARKETNG 430	Strategic Pricing	3
Total Credits		18