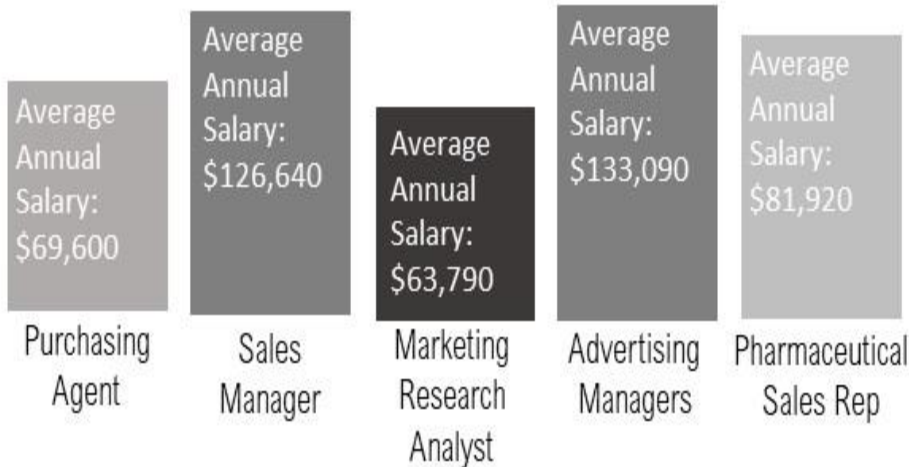


Meet Your Concentration: Marketing

SKILLS YOU WILL LEARN:

- People skills
- Creativity
- Ambition
- Leadership
- Problem Solving
- Work Ethic

POTENTIAL CAREER OPTIONS FOR MARKETING CONCENTRATION GRADUATES:



Values obtained from the Bureau of Labor Statistics Occupational Handbook (Updated June 2020)

FURTHER EDUCATIONAL OPTIONS:

-MBA



For more information please contact Dr. Ivy Kutlu at kutlu@roanoke.edu

Concentration in Marketing	Semester	Unit	Credit
BUAD 233 Marketing Management (BUAD 110 or 205 and ECON 121 or 122)	Fall/Spring	1	
BUAD 343 Buyer Behavior (BUAD 233)	Fall	1	
BUAD 433 Marketing Research (BUAD 218 or COMM 350, BUAD 233, and INQ 240)	Fall	1	
BUAD 493 Marketing Capstone (BUAD 343 and 433)	Spring	1	
Choose two (2) from:		2	
BUAD 333 Global Marketing (BUAD 233)	**		
BUAD 338 e-Business (BUAD 218)	**		
BUAD 353 Sales and Sales Management (BUAD 233)	Spring		
BUAD 363 Promotion Management (BUAD 233 or permission)	**		
BUAD 406, BUAD 416, Special Topics, or pre-approved IL course	Fall/Spring		
** Course is not offered this academic year			