

Concentration in Marketing		Semester	Unit	Credit
BUAD 233	Marketing Management (BUAD 110 and ECON 121 or 122)	F/SPR	1	
BUAD 343	Buyer Behavior (BUAD 233)	FALL	1	
BUAD 433	Marketing Research (BUAD 218, 233, and INQ 240)	FALL	1	
BUAD 493	Marketing Capstone (BUAD 343 and 433) ***	SPR	1	
Choose any two (2) units from:			2	
BUAD 333	Global Marketing (BUAD 233)	FALL		
BUAD 338	e-Business (BUAD 218)	SPR		
BUAD 353	Sales and Sales Management (BUAD 233)	SPR		
BUAD 363	Promotion Management (BUAD 343 or Perm.)	FALL		
BUAD 406, BUAD 416, special topics, or pre-approved IL course		F/SPR		