

**DEPARTMENT OF MANAGEMENT, MARKETING, AND SUPPLY CHAIN  
TENTATIVE TWO-YEAR COURSE SEQUENCE SP21-SP23**

<b>MARKETING</b>		<b>Sp 2021</b>	<b>Su 2021</b>	<b>Fa 2021</b>	<b>Sp 2022</b>	<b>Su 2022</b>	<b>Fa 2022</b>	<b>Sp 2023</b>
	MK 301 MARKETING PRINCIPLES	X	X	X	X	X	X	X
<i>Spring Only</i>	MK 302 APPLIED CONSUMER INSIGHTS	X			X			X
<i>Spring Only</i>	MK 309 DIGITAL MARKETING	X			X			X
<i>Fall Only</i>	MK 341 INTEGRATED BRAND PROMOTION			X			X	
<i>Fall Only</i>	MK 361 GLOBAL MARKETING			X			X	
<i>Spring Only</i>	MK 362 SUBSISTENCE MARKETING AND SOCIAL INNOVATION	X			X			X
<i>Spring Only</i>	MK 370 VISUAL COMMUNICATION IN DIGITAL MARKETING	X			X			X
<i>Fall Only</i>	MK 381 DIGITAL MARKETING ANALYTICS							
	MK 382 ADVANCED DATA DRIVEN DECISION MAKING IN MARKETING (cross-listed with BI 341)	X		X	X		X	X
<i>Fall Only</i>	MK 402 APPLIED MARKET RESEARCH AND ANALYSIS			X			X	
	MK 405 SEMINAR IN MARKETING							
	BPD 490 BOLER PROFESSIONAL EXPERIENCE	X		X	X		X	X
<i>Spring Only</i>	MK 495 SUSTAINABLE MARKETING MANAGEMENT	X			X			X
	MK 498 INDEPENDENT STUDY							X
	SCM 328 SUPPLY CHAIN LOGISTICS	X		X	X		X	X
	SCM 440 PROBLEMS IN SUPPLY CHAIN MANAGEMENT	X			X			X