

**DEPARTMENT OF MANAGEMENT, MARKETING, AND SUPPLY CHAIN
TENTATIVE TWO-YEAR COURSE SEQUENCE SP20-SP22**

| MARKETING | | Sp 2020 | Su 2020 | Fa 2020 | Sp 2021 | Su 2021 | Fa 2021 | Sp 2022 |
|--------------------|---|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | MK 301 MARKETING PRINCIPLES | X | X | X | X | X | X | X |
| <i>Spring Only</i> | MK 302 CONSUMER BEHAVIOR | X | | | X | | | X |
| | MK 309 SOCIAL ENGAGEMENT TECHNOLOGIES | X | | X | X | | | X |
| <i>Fall Only</i> | MK 341 ADVERTISING AND INTEGRATED BRAND PROMOTION | | | X | | | X | |
| <i>Fall Only</i> | MK 361 MULTINATIONAL MARKETING | | | X | | | X | |
| <i>Spring Only</i> | MK 362 MICROENTERPRISE DEVELOPMENT IN AN IMPOVERISHED COUNTRY | X | | | X | | | |
| <i>Spring Only</i> | MK 370 VISUAL COMMUNICATION IN MARKETING | X | | | X | | | X |
| | 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 MARKET ANALYSIS | | | X | | | X | |
| | MK 405 SEMINAR IN MARKETING | | | | | | | |
| | MK 410 ISSUES IN INNOVATION PLANNING | | | | | | | |
| | MK 481 DIGITAL MARKETING COMPETITION | X | | X | X | | | X |
| | BPD 490 BOLER PROFESSIONAL EXPERIENCE | X | | X | X | | X | X |
| <i>Spring Only</i> | MK 495 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 |