

DEPARTMENT OF MANAGEMENT, MARKETING, AND SUPPLY CHAIN
TENTATIVE TWO-YEAR COURSE SEQUENCE SP23-SP25

MARKETING		Sp 2023	Su 2023	Fa 2023	Sp 2024	Su 2024	Fa 2024	Sp 2025
	MK 3301 MARKETING PRINCIPLES	X	X	X	X	X	X	X
Spring Only	MK 3302 APPLIED CONSUMER INSIGHTS	X			X			X
Spring Only	MK 3309 DIGITAL MARKETING	X			X			X
Fall Only	MK 3341 INTEGRATED BRAND PROMOTION			X			X	
Fall Only	MK 3361 GLOBAL MARKETING			X			X	
Spring Only	MK 3362 SUBSISTENCE MARKETING AND SOCIAL INNOVATION	X			X			X
Spring Only	MK 3370 VISUAL COMMUNICATION IN DIGITAL MARKETING	X			X			X
Fall Only	MK 3381 MARKETING ANALYTICS AND AUTOMATION			X			X	
	MK 3382 ADVANCED DATA DRIVEN DECISION MAKING IN MARKETING (cross-listed with BI 3341)	X		X	X		X	X
Fall Only	MK 4402 APPLIED MARKET RESEARCH AND ANALYSIS			X			X	
	MK 4405 SEMINAR IN MARKETING							
	BPD 4490 BOLER PROFESSIONAL EXPERIENCE	X		X	X		X	X
Spring Only	MK 4495 SUSTAINABLE MARKETING MANAGEMENT	X			X			X
	MK 4498 INDEPENDENT STUDY							X
Spring Only	IBLC 4495 CAPSTONE COURSE (IBLC/MK)	X			X			X
Spring Only	MOL 4495 SPECIAL ISSUES IN MANAGEMENT AND ORGANIZATIONAL LEADERSHIP	X			X			X
	SCM 3328 SUPPLY CHAIN LOGISTICS	X		X	X		X	X
	SCM 4440 PROBLEMS IN SUPPLY CHAIN MANAGEMENT	X			X			X