

**DEPARTMENT OF MANAGEMENT, MARKETING, AND SUPPLY CHAIN  
TENTATIVE TWO-YEAR COURSE SEQUENCE SP24-SP26**

<b>MARKETING MAJOR</b>		<b>Sp 2024</b>	<b>Su 2024</b>	<b>Fa 2024</b>	<b>Sp 2025</b>	<b>Su 2025</b>	<b>Fa 2025</b>	<b>Sp 2026</b>
	MK 3301 MARKETING PRINCIPLES	X		X	X		X	X
<i>Spring Only</i>	MK 3302 APPLIED CONSUMER INSIGHTS	X			X			X
<i>Spring Only</i>	MK 3309 DIGITAL MARKETING	X			X			X
<i>Fall Only</i>	MK 3341 INTEGRATED BRAND PROMOTION			X			X	
<i>Fall Only</i>	MK 3361 GLOBAL MARKETING			X			X	
<i>Spring Only</i>	MK 3362 SUBSISTENCE MARKETING AND SOCIAL INNOVATION	X			X			X
<i>Spring Only</i>	MK 3370 VISUAL COMMUNICATION IN DIGITAL MARKETING	X			X			X
<i>Fall Only</i>	MK 3381 MARKETING ANALYTICS AND AUTOMATION			X			X	
<i>Spring Only</i>	MK 3382 ADVANCED DATA DRIVEN DECISION MAKING IN MARKETING (cross-listed with BI 3341)	X			X			X
<i>Fall Only</i>	MK 4402 APPLIED MARKET RESEARCH AND ANALYSIS			X			X	
	MK 4405 SEMINAR IN MARKETING							
<i>Spring Only</i>	BPD 4490 BOLER PROFESSIONAL EXPERIENCE	X		X	X		X	X
<i>Spring Only</i>	MK 4495 SUSTAINABLE MARKETING MANAGEMENT	X			X			X
<i>Spring Only</i>	MK 4498 INDEPENDENT STUDY							X
<i>Spring Only</i>	IBLC 4495 CAPSTONE COURSE (IBLC/MK)	X			X			X
<i>Fall Only</i>	MOL 3325 MANAGEMENT AND ORGANIZATIONAL LEADERSHIP			X			X	
<i>Spring Only</i>	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