

PLAN YOUR MAJOR Marketing (MARK)

MARQUETTE UNIVERSITY
BUSINESS

The marketing curriculum equips students with the fundamental and advanced knowledge they need to develop strategic marketing plans that engage customers and create value for the organization.

Declare the **Marketing Major** OR **Marketing Major + Professional Selling Concentration**

A concentration in professional selling is available to students who declare the concentration and complete the associated curriculum highlighted below

INTRO CLASS TO MAJOR:

MARK 3001 INTRODUCTION TO MARKETING

Prereq: ECON 1103 and soph. standing

MAJOR COURSE REQUIREMENTS (27 credits) :

- **MARK 4060 MARKETING RESEARCH** Prereqs: MARK 3001 and BUAD 1560 **A**
- **MARK 4110 MARKETING MANAGEMENT** Prereq: Sr. standing, MARK 3001, MARK 4060 and one other MARK course

THREE OF THE FOLLOWING:

- **MARK 4005 SPORTS AND ENTERTAINMENT MARKETING** Prereqs: MARK 3001; MARK majors or minors or Sports Management minor
- **MARK 4010 CONSUMER BEHAVIOR** Prereq: MARK 3001
- **MARK 4020 INTEGRATED MARKETING COMMUNICATIONS** Prereq: MARK 3001
- **MARK 4030 CUSTOMER RELATIONSHIP MARKETING[^]** Prereq: MARK 3001
[^]Professional Selling Concentration Elective Option (Must complete 2 of 3 options)
- **MARK 4040 INTERNATIONAL MARKETING** Prereq: MARK 3001 **Int'l**
- **MARK 4050 DIGITAL MARKETING** Prereq: MARK 3001
- **MARK 4065 DATA-DRIVEN MARKETING: ANALYTICS, INSIGHTS & APPLIED AI**
Prereqs: MARK 3001 and BUAD 1560 **A**
- **MARK 4070 MARKETING AND SOCIETY** Prereq: MARK 3001
- **MARK 4075 STRATEGIC BRAND MANAGEMENT** Prereq: MARK 3001
- **MARK 4080 PRODUCT AND PRICING STRATEGY** Prereq: MARK 3001
- **MARK 4085 RETAIL AND CHANNEL STRATEGY** Prereq: MARK 3001
- **MARK 4094 PROFESSIONAL SELLING[^]** Prereq: MARK 3001
[^]Professional Selling Concentration Requirement
- **MARK 4095 RETAIL MARKETING** Prereq: MARK 3001
- **MARK 4191 ADVANCED SELLING[^]** Prereq: MARK 4094
[^]Professional Selling Concentration Elective Option (Must complete 2 of 3 options)
- **MARK 4192 CONSULTATIVE SALES LEADERSHIP[^]** Prereq: MARK 4094
[^]Professional Selling Concentration Elective Option (Must complete 2 of 3 options)
- **MARK 4200 MEASURING MARKETING OUTCOMES** Prereqs: MARK 3001 and BUAD 1560
- **MARK 4931 TOPICS IN MARKETING: Selling Experiential Intensive** Prereq: MARK 3001
- **MARKI 4931 INTERNATIONAL TOPICS IN MARKETING** Prereq: MARK 3001

FOUR ADDT'L UPPER DIVISION BUSINESS ELECTIVES*

(3000/4000 level business courses) *replace with another business major's Requirements and Electives if applicable.

MARKETING CONTACTS:

General Inquiries

Dr. Brian Spaid, Department Chair

Professional Selling Concentration

Questions

Dr. Jessica Ogilvie

Student Organizations

Marketing Club: *Christina Vittoria*
Sales Program: *Owen LaSala & Ava Zaug*

LINKS:



MAJOR OVERVIEW



BULLETIN



MARKETING CENTRAL

KEY:

Bold Course = Option in Fall 2025

[^] Professional Selling Concentration Course

A = Analytical Structured Elective

Int'l = International Business Course