

MARKETING MANAGEMENT CONCENTRATION

BUS 396	Consumer Insights	4
BUS 418	Listening to the Customer	4
BUS 455	Marketing Strategy	4
Select from the following:		16
BUS 419	Strategic Marketing Measurement	
BUS 421	Marketing Analytics and Business Intelligence	
BUS 423	Digital Marketing Metrics and Management	
BUS 430	Internship/Cooperative Education	
BUS 450	Current Topics in Marketing	
BUS 451	New Product Development and Launch	
BUS 452	Product Management	
BUS 453	Digital and New Media Marketing	
BUS 454	Marketing Projects	
Total units		28