Online Marketing Major Course Availability

This diagram shows the Marketing Major courses that are available online. This listing is not a substitute for the Marketing Major Worksheets located here through Academic Advising, which cover all requirements for the BBA degree in Marketing. Additional requirements also include Business Electives/Non-Business Electives.

The courses designated as being online below will be offered in an online format regularly, but not necessary every semester. Please consult the KSU Course Registration System for availability.

### MAJOR FIELD REQUIREMENTS

- **MKTG 3150** Consumer Behavior
- **MKTG 3410** Professional Selling
- **MKTG 4100** Marketing Research
- **MKTG 4820** International Marketing
- **MKTG 4990** Marketing Management

Gold courses are available Online, Black courses are not yet available online.

### MAJOR FIELD ELECTIVES

- **MKTG 3800** Entertainment Marketing
- **MKTG 4300** Basic Retailing
- **MKTG 4350** Retail Management
- **MKTG 4400** Directed Study
- **MKTG 4430** Market Analysis
- **MKTG 4450** Sales Management
- **MKTG 4476** Contemporary Global Business Practices
- **MKTG 4490** Special Topics in Marketing
- **MKTG 4500** International Marketing and Global Business
- **MKTG 4520** Social Media Marketing
- **MKTG 4620** Services Marketing
- **MKTG 4630** Direct Response Marketing
- **MKTG 4650** Advertising
- **MKTG 4666** Marketing for Entrepreneurs
- **MKTG 4670** Promotional Strategy
- **MKTG 4750** Advanced Selling
- **MKTG 4850** Business to Business Marketing
- **MKTG 4870** Sports Marketing
- **MKTG 4880** Hospitality & Tourism Marketing