

Marketing concentration must complete all the courses below. For double concentration, see general notes above.

Concentration Core Courses (18 hours)

Course Code	Course-Title	Credits	Prerequisite Course Code
MKT 301	E-Marketing	3	MKT 201
MKT 310	Consumer Behaviour	3	MKT 201
MKT 315	Services marketing	3	MKT 201
MKT 330	Marketing Research	3	MKT 201,OPM 211
MKT 410	Integrated Marketing Communications	3	MKT 310
MKT 420	Marketing Strategy	3	MKT 330
MKT 499	COOP Training Internship		MGT 490