

Marketing

Major Core Courses (36 credit hours)

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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 320 ^a	International Marketing	3	MKT 201
MKT 330	Marketing Research	3	MKT 201, OPM 211
MKT 401 ^b	Brand Strategy	3	MKT 201
MKT 410	Integrated Marketing Communications	3	MKT 310, OPM 230
MKT 420	Marketing Strategy	3	MKT 330
MKT 498 ^c	COOP Training Internship	12	MGT 490

Notes: Students on old study plans (a) will need to complete OPM 340 as a common core course instead of MKT 320, (b) may choose to complete a Business elective (MKT 320 and MKT 401 may also be chosen as Business electives), (c) will need to complete MKT 499, which is 9 credit hours).