

# Marketing Fact Sheet

**Effective**  
**Summer 2011**  
**to Summer 2012**

Business core courses will be offered every quarter. Major courses listed below may not be offered every quarter. This information is provided for planning purposes and is subject to revision each quarter prior to registration. Fact Sheets are available in 100 Rike Hall and on the RSCOB web page: [www.wright.edu/business](http://www.wright.edu/business).

	F = Fall	W = Winter	S = Spring	R = Summer
<b>Required Courses: 20 Hours</b>				
<b>Course</b>	<b>Title</b>		<b>Qtr(s) Offered</b>	<b>Prerequisite(s)*</b>
MKT 303	Consumer Behavior		F, W, S, R	MKT 250
MKT 421	International Marketing		F, W, S, R	MKT 250
MKT 451	Marketing Research		F, W	MKT 303 ("C" req.); MS 204
MKT 452	Marketing Strategy		W, S	MKT 451 ("C" req.)
MKT 492	Senior Projects in Marketing**		F, S	MKT 452 and 8 hours of marketing electives (all with grade of "C" or better)
<b>Elective Courses: 16 Hours (Choose four of the following)</b>				
MKT 356	Services Marketing		W, S, R	MKT 250
MKT 366	Personal Selling and Sales Management		F, S, R	MKT 303
MKT 446	Integrated Marketing Communications		F, W, S, R	MKT 250
MKT 447	Technologies in Marketing		S	MKT 250, MIS 300
MKT 461	Principles of Retailing		W, S	MKT 250
MKT 471	Business-To-Business Marketing		F	MKT 250
MKT 475	Entrepreneurship		F, W, R	MKT 250, FIN 310
MKT 481	Internship in Marketing (maximum 4 hours of marketing elective credit)		F, W, S, R	MKT 250
<p>* All upper-level MKT courses require MKT 250 with a "C" or better grade as a prerequisite.</p> <p>** MKT 492 is Writing Intensive.</p> <p>Note: 2.0 or better cumulative GPA in marketing courses is required for graduation.</p>				
<p><i>To meet other students in your major, get to know the faculty better, and gain valuable career information, join the Marketing Club. Information is available in the Marketing department, 254 Rike Hall, (937)775-3047.</i></p>				