

Marketing Fact Sheet

Effective
Spring 2008
to Winter 2009

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 110 Rike Hall and on the RSCOB web page: www.wright.edu/business.

F = Fall	W = Winter	S = Spring	R = Summer
All courses offered days unless designated with an "E". E = Evening (offered after 4:00pm)			
Required Courses: 20 Hours			
Course	Title	Qtr(s) Offered	Prerequisite(s)*
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)
Elective Courses: 16 Hours (Choose four of the following)			
MKT 325	Sports & Event Marketing	F, S	MKT 250
MKT 366	Personal Selling and Sales Management	F, W, S, R	MKT 250
MKT 418	Price Management	F, W	MKT 250
MKT 446	Integrated Marketing Communications	F, W, S	MKT 250
MKT 475	Entrepreneurship	F, W	MKT 303, 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, 266 Rike Hall, (937)775-3047.</i></p>			