

| <u>Requirements</u> | <u>Credit Hours</u> | <u>Term</u> | <u>Grade</u> |
|---|---------------------|-------------|------------------|
| BUSM 550 Marketing Research | 3 | _____ | _____ |
| BUSM 552 Consumer Behavior | 3 | _____ | _____ |
| BUSM 554 Integrated Marketing Communication | 3 | _____ | _____ |
| BUSM 556 Global Marketing | 3 | _____ | _____ |
| BUSM 558 Seminar in Marketing | 3 | _____ | _____ |
| | Total | _____ | GPA _____ |

*Courses are offered on demand in conjunction with degree-seeking programs.
All courses are offered in an 8-week format unless noted otherwise.*

THIS DOCUMENT IS FOR PLANNING PURPOSES ONLY