

## BSBA, Marketing specialization 2-year schedule

FALL 2017 | SPRING 2018 | FALL 2018 | SPRING 2019

Required Major Courses		Fall 2017		Spring 2018		Fall 2018		Spring 2019	
		D	N	D	N	D	N	D	N
Marketing Research Methods (WI)	4360		✓	✓			✓		✓
Professional Selling & Sales Management	4400	✓				✓			
Buyer Behavior	4410	✓	✓			✓	✓		
International Marketing	4650				✓			✓	
Marketing Strategy	4780			✓	✓			✓	✓

D = Daytime class offering; N = Nighttime class offering; (WI) = Writing Intensive

Notes:

\*Elective courses will be offered each semester. See advisor for specific offerings.

\*While Summer course offerings will be available, they are not reflected above due to variables in demand.

Visit [www.business.aum.edu/marketing](http://www.business.aum.edu/marketing) for more information.