Marketing Major Pathways Curriculum Flowchart

ALIST Pathway
- MRKT 3510 Principles of Marketing
- MRKT 3513 Rethinking the Marketplace (ALIST Pathway Foundation Course)
- MRKT 45xx (ALIST Elective)
- MRKT 45xx (ALIST Elective)
- MRKT 45xx (ALIST Elective)
- MRKT 4593 Brand Storytelling (ALIST Pathway Capstone Course)

3Cs Value Pathway
- MRKT 3530 Consumer Behavior (3 Cs Value Pathway Foundation Course)
- MRKT 45xx (3CsV Elective)
- MRKT 45xx (3CsV Elective)
- MRKT 45xx (3CsV Elective)
- MRKT 4595 Value Creation and Marketing Accountability (3Cs Value Pathway Capstone Course)

M Analytics Pathway
- MRKT 3520 Foundation of Marketing Analytics (MA Pathway Foundation Course)
- MRKT 4517 Data-Driven Customer Insights
- MRKT 4527 Customer Relationship Management
- MRKT 4537 Online and Social Media Analytics
- MRKT 4547 Strategic Marketing Decision Making (MA Pathway Capstone Course)

M-School Pathway
- MRKT 3521 The New World of Branding and Advertising (M-School Pathway Foundation Course)
- MRKT 3531 Brand Planning and Strategy
- MRKT 4511 Cross-Platform Content Creation
- MRKT 4521 Adaptive Media and Analytics
- MRKT 4531 Creative Brand Management (M-School Pathway Capstone Course)
### ALIST Pathway Elective and Required Courses

- **MRKT 3513** Rethinking the Marketplace (Required Foundation: 4 semester hours)
- **MRKT 4523** Historical Survey of Business and Capitalism in Society (Elective: 4 semester hours)
- **MRKT 4530** Sports Marketing (Elective: 4 semester hours)
- **MRKT 4533** Psychology of Health and Marketing (Elective: 4 semester hours)
- **MRKT 4535** Public Policy and Marketing (Elective: 4 semester hours)
- **MRKT 4543** Brands, Celebrities and the Arts (Elective: 4 semester hours)
- **MRKT 4553** Non-Profit Marketing (Elective: 4 semester hours)
- **MRKT 4563** New Perspectives for Understanding Markets (Elective: 4 semester hours)
- **MRKT 4565** The Psychology of Selling and Consuming (Elective: 4 semester hours)
- **MRKT 4580** Modern Consumer Culture (Elective: 4 semester hours)
- **MRKT 4593** Brand Storytelling (Required Capstone: 4 semester hours)

### 3Cs Pathway Elective and Required Courses

- **MRKT 3530** Consumer Behavior (Required Foundation: 4 semester hours)
- **MRKT 3570** Marketing Law (Elective: 4 semester hours)
- **MRKT 4510** Advertising and Promotion Management (Elective: 4 semester hours)
- **MRKT 4515** Managing Retail and Service Businesses (Elective: 4 semester hours)
- **MRKT 4523** Historical Survey of Business and Capitalism in Society (Elective: 4 semester hours)
- **MRKT 4525** Competitive Strategy (Elective: 4 semester hours)
- **MRKT 4533** Psychology of Health and Marketing (Elective: 4 semester hours)
- **MRKT 4535** Public Policy and Marketing (Elective: 4 semester hours)
- **MRKT 4540** Professional Selling (Elective: 4 semester hours)
- **MRKT 4545** New Product Development (Elective: 4 semester hours)
- **MRKT 4550** Brand Management (Elective: 4 semester hours)
- **MRKT 4555** Business-to-Business Marketing (Elective: 4 semester hours)
- **MRKT 4560** Supply Chain Management and Logistics (Elective: 4 semester hours)
- **MRKT 4565** The Psychology of Selling and Consuming (Elective: 4 semester hours)
- **MRKT 4570** Pricing Goods and Services (Elective: 4 semester hours)
- **MRKT 4597** Marketing Strategy in the Global Environment (Elective: 4 semester hours)
- **MRKT 4595** Value Creation and Marketing Accountability (Required Capstone: 4 semester hours)

### MA Pathway Required Courses

- **MRKT 3520** Foundation of Marketing Analytics (Required Foundation: 4 semester hours)
- **MRKT 4517** Data-Driven Customer Insights (Required: 4 semester hours)
- **MRKT 4527** Customer Relationship Management (Required: 4 semester hours)
- **MRKT 4537** Online and Social Media Analytics (Required: 2 semester hours)
- **MRKT 4547** Strategic Marketing Decision Making (Required Capstone: 4 semester hours)

### M-School Pathway Required and Elective Courses

- **MRKT 3521** The New World of Branding and Advertising (Required Foundation: 4 semester hours)
- **MRKT 3531** Brand Planning and Strategy (Required: 4 semester hours)
- **MRKT 4511** Cross-Platform Content Creation (Required: 3 semester hours)
- **MRKT 4521** Adaptive Media and Analytics (Required: 4 semester hours)
- **MRKT 4531** Creative Brand Management (Required Capstone: 3 semester hours)