

MARKETING EMPHASIS
School of Business
Concordia University Irvine
2014-2015

BUS 201
 INTRO TO BUSINESS

BUS 224
 BUSINESS WRITING &
 PRESENTATION

ACT 211
 FINANCIAL
 ACCOUNTING

BUS 251
 LEGAL ENVIRONMENT
 OF BUSINESS

MKT 341
 MARKETING

MGT 351
 DIVERSITY IN
 ORGANIZATIONS

OR

MGT 323
 GLOBAL ENTERPRISE
 OR
MGT 324
 GLOBAL ENTERPRISE
 EXPERIENCE

MGT 321
 MANAGEMENT

ACT 212
 MANAGERIAL
 ACCOUNTING

BUS 261
 INFORMATION
 TECHNOLOGY

ECO 201
 MACRO
 OR
ECO 202
 MICRO

FIN 331
 FINANCE

GE MATH
 REQUIREMENT

ECO 321
 QUANTITATIVE
 ECONOMIC TECHNIQUES
 (PREREQUISITE ECO 201
 OR ECO 202)

MKT 442
 MARKETING
 RESEARCH

MKT 445
 INTERNATIONAL
 MARKETING

MKT 371
 INTERNET
 MARKETING

MKT 353
 PROFESSIONAL
 SELLING
 (OR CONCURRENTLY WITH
 MKT 341)

MKT 355
 SERVICE
 MARKETING

MKT 344
 ADVERTISING
 AGENCY
 (OR CONCURRENTLY
 WITH MKT 341)

COM 422
 STUDIES IN
 PUBLIC RELATIONS

MKT 475
 MARKET
 STRATEGY

MKT 363
 COMPUTER GRAPHICS

MKT 365
 COMPUTER GRAPHICS
 W/MOTION

BUS 475
 BUSINESS STRATEGY
 BUSINESS MAJOR WITH
 SENIOR IB STANDING AND ACT 212,
 MGT 321, MKT 341

BUS 483
 BUSINESS ETHICS
 BUSINESS MAJOR WITH SENIOR
 STANDING

BUS 490
 INTERNSHIP
 BUSINESS MAJOR WITH JUNIOR OR
 SENIOR STANDING AND MGT 321

