

Honors:Marketing (ZMKG)

ZMKG-350. Honors: Principles Of Marketing. 3 Hours.

See course description for MKTG-350. Contains further components required of Honors Program students.

Prerequisite: ECON-217 with a minimum grade of C.

ZMKG-351. Honors: Consumer Behavior. 3 Hours.

See course description for MKTG-351. Contains further components required of Honors Program students.

Prerequisite: MKTG-350 with a minimum grade of C.

ZMKG-352. Honors: Advertising. 3 Hours.

See course description for MKTG-352. Contains further components required of Honors Program Students.

Prerequisite: MKTG-3350 with a minimum grade of C.

ZMKG-353. Honors: Marketing Research. 3 Hours.

See course description for MKTG-353. Contains further components required of Honors Program students.

Prerequisite: MKTG-350 with a minimum grade of C and MNGT-368 with a minimum grade of C.

ZMKG-354. Honors: Personal Selling. 3 Hours.

See course description for MKTG-354. Contains further components required of Honors Program Students.

Prerequisite: MKTG-350 with a minimum grade of C.

ZMKG-355. Honors: Digital Marketing. 3 Hours.

See course description for MKTG-355. Contains further components required of Honors Program students.

Prerequisite: MKTG-350 with a minimum grade of C.

ZMKG-356. Honors: Retail Management. 3 Hours.

See course description for MKTG-356. Contains further components required of Honors Program students.

Prerequisite: MKTG-350 with a minimum grade of C.

ZMKG-357. Honors: Sales Management. 3 Hours.

See course description for MKTG-357. Contains further components required of Honors Program students.

Prerequisite: MKTG-350 with a minimum grade of C.

ZMKG-358. Honors: International Marketing. 3 Hours.

See course description for MKTG-358. Contains further components required of Honors Program students.

Prerequisite: MKTG-350 with a minimum grade of C.

ZMKG-359. Marketing Management. 3 Hours.

See course description for MKTG-359. Contains further components required of Honors Program students.

Prerequisite: MKTG-350 with a minimum grade of C.

ZMKG-361. Honors: Social Media Marketing. 3 Hours.

See course description for MKTG-361. Contains further components required of Honors Program students.

Prerequisite: MKTG-350 with a minimum grade of C.

ZMKG-362. Honors: Mobile Marketing. 3 Hours.

See course description for MKTG-362. Contains further components required of Honors Program students.