

# Honors:Marketing (ZMKG)

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**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-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.