

MARKETING, B.S. - FOOD AND CONSUMER PACKAGED GOODS CONCENTRATION

Course Work Required

Code	Title	Credits
MKG 301	Overview Global Food Ind	3
MKG 305	Integrated Marketing Communication	3
MKG 313	Consumer Behavior	3
MKG 333	Category & Value Chain Mgt	3
MKG 336	Omni Channel Marketing	3
MKG 354	Marketing Analytics	3
Select one additional 300-level MKG course		3
MKG 490	Strategy & Innovation in Mkg	3
Total Credits		24