

MULTICULTURAL MARKETING

Students concentrating in Multicultural Marketing follow the Standard Marketing Program but have some specific course requirements instead of electives. Required core marketing courses include:

- MKT 202 Quantitative Methods in Marketing
- MKT 305 Introduction to Marketing Research
- MKT 315 Strategic Tools for Marketers
- MKT 359 Advanced Marketing Management

Students in this concentration also complete:

- MKT 320 Principles of Advertising
- MKT 340 Marketing across Cultures
- MKT 341 Integrated Marketing Communications for Multicultural Markets
- MKT 393 Marketing Internship

Students may also take these courses as electives without taking the whole concentration.