

Note: Long term schedules indicate planned course offerings but are subject to change

<b>MARKETING MAJOR</b>							
		<b>Tahlequah</b>		<b>Broken Arrow</b>			<b>On-line</b>
		<b>Day</b>		<b>Day</b>	<b>Night</b>		
MKT 3323*	Consumer Behavior	F, Sp			Sp		
MKT 3253*	Integrated Marketing Communication	F, Sp			F, Sp		F, Sp
MKT 4333*	Marketing Research	F			Sp		
MKT 4543*	Marketing Mgmt	Sp			F		Su
Business Elective 3-4000 Level							
MKT Electives 3-4000 Level							
Nine hours of marketing electives to be selected with guidance from faculty advisor							
MKT 3273	Fashion Retail Mkt				F, Sp		
MKT 3453	Sales & Sales Mgmt	F			F, Sp		
MKT 3553	Purchasing & Inv Mgmt	Sp					
MGMT/MKT 3583	New Product/Service Dev	Sp					
MKT 3663	Retail Mgmt	Sp			F		
MKT 4123	Electronic Media Strategies	OSp					
MKT 4343	International Marketing	F			Sp		
MKT4353	Mkting Logistics						F, Su
MKT 4663	Retail Mkt Strategy	Sp			OF		
MKT 4953	MKT Internship	Sp, F, Su		Sp, F, Su	Sp, F, Su		

F= Every fall

Sp = Every spring

EF = Even years Fall

ES = Even years Spring

OF = Odd years Fall

OSp = Odd years Spring

Su = Summer