

# Marketing Customer Insight Track Fact Sheet

Effective  
Summer 2015  
to Spring 2016

Business core courses will be offered every semester. Major courses listed below may not be offered every semester. This information is provided for planning purposes and is subject to revision each semester prior to registration. Fact Sheets are available in 100 Rike Hall and on the RSCOB web page: [www.wright.edu/business](http://www.wright.edu/business).

F = Fall		S = Spring	R = Summer
<b>Required Courses: 18 Hours</b>			
Course	Title	Sem(s) Offered	Prerequisite(s)*
MKT 3100	Consumer & Organizational Buyer Behavior	F, S, R	MKT 2500
MKT 3200	Principles of Selling	F, S	MKT 2500 <sup>#</sup>
MKT 3300	International Marketing	F, S, R	MKT 2500
MKT 3400	Integrated Marketing Communications	F, S, R	MKT 2500
MKT 3500	Marketing Research & Decision Making	F, S, R	MKT 2500; MS 2040
MKT 4900	Marketing Strategy**	F, S, R	MKT 3100, 3200, 3500
<b>Customer Insight Track: 9 Hours Required</b>			
MKT 3600	Retailing and E-Commerce	F	MKT 2500
MKT 4100	Emerging Technologies in Marketing	S	MKT 2500
MKT 4650	Marketing Analytics	S	MKT 2500
<b>Elective Courses: 6 Hours (Choose two of the following)</b>			
MKT 3700	Creativity, Problem Solving, and Comm.	R	MKT 2500
MKT 4300	Entrepreneurship	F, R	MKT 2500; ACC 2020
MKT 4400	Services Marketing	F, S, R	MKT 2500
MKT 4800	Internship in Marketing***	F, S, R	MKT 2500
MKT 4850	Special Topics: Viral Marketing	R	MKT 2500
<sup>#</sup> Can be taken concurrently. <sup>*</sup> All upper-level MKT courses require MKT 2500 with a "C" or better grade as a prerequisite. MKT 4900 requires MKT 3100, 3200, 3500 each with a C or better grade. <sup>**</sup> MKT 4900 is Integrated Writing. <sup>***</sup> A maximum of 3 hours of internship credit can be applied toward marketing electives. Note: 2.0 or better cumulative GPA in marketing courses is required for graduation.			
<i>To meet other students in your major, get to know the faculty better, and gain valuable career information, join the Marketing Club. Information is available in the Marketing department, 254 Rike Hall, (937)775-3047.</i>			