

COLLEGE OF BUSINESS ADMINISTRATION
LIST OF PROFESSIONAL ELECTIVES BY SPECIALIZATION

MARKETING

COURSE	TITLE	CREDITS	PREREQUISITES
ADMI 3008	FUNDAMENTALS OF WEB DESIGN	3	ADMI 3010
ADMI 3315	FUNDAMENTALS OF E-COMMERCE	3	ADMI 3010 and MERC 3115
ADMI 4997	BUSINESS PRACTICE FOR COOP STUDENTS	3-6	DIR
MERC 3117	SELLING AND SALES MANAGEMENT	3	MERC 3115
MERC 3120	INTRODUCTION TO DIGITAL MARKETING	3	MERC 3115
MERC 4075	MARKETING RESEARCH	3	MERC 3115 and ESTA 3002
MERC 4215	RETAIL MANAGEMENT	3	MERC 3115
MERC 4218	MANAGEMENT OF LOGISTICS	3	MERC 3115 and GERE 4046
MERC 4995	IMARKETING INTERNSHIP	1-6	MERC 4217 and DIR
MERC 4997	MARKETING PRACTICE FOR COOP STUDENTS	3-9	MERC 4217 and DIR
MERC 5005	INTRODUCTION TO NEUROMARKETING	3	MERC 3115

Revised Version April/28/2026-sgt