Tracks within the marketing major give students an opportunity to focus on a specific area of marketing to enhance their skill and knowledge set as well as their employability. Tracks are designed to be multi-disciplinary and supplemental to their education. Completion of a track will not be recorded on a student’s transcript.
Degree and major credit requirements are the same for all students regardless of their chosen track.

<table>
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<th>Tracks</th>
<th>Requirements</th>
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| **SALES TRACK** | • Sales Force Management (MKT09.382)  
• Personal Selling (MKT09.315)  
• Supervised Internship in Marketing (MKT09.411)  
• Persuasion and Social Influence (CMS04.270)  
• Interpersonal Communication (CMS04.220) |
| **MARKETING STRATEGY TRACK** | • Marketing Plan (MKT09.386)  
• Product/Price/New Venture (MKT09.378)  
• Business Analytics (MGT06.407)  
• Consumer Psychology OR  
• Social Psychology (PSY 05206) OR |
| **MARKETING COMMUNICATION TRACK** | • Management of Advertising and Promotion (MKT09.350)  
• Account Planning  
• Persuasion and Social Influence (CMS04.270)  
• Mass Media And Their Influences (CMS 04210) |
| **MARKETING CHANNEL TRACK** | • Marketing Channels (MKT09.330)  
• Retailing (MKT09.372)  
• Services Marketing (MKT09.360)  
• Business Logistics (MKT09.375)  
• Business to Business Marketing (MKT09.391) |
| **DIGITAL MARKETING TRACK** | • Internet Marketing (MKT09.305)  
• Management of Advertising and Promotion (MKT09.350)  
• Introduction to New Media (RTF 03295)  
• Participatory Media (CMS 04315) |
| **INTERNATIONAL MARKETING TRACK** | • International Marketing (MKT09.379)  
• Managing International Business (MGT 06.330)  
• Cultural Anthropology (ANTH 02.202)  
• Global Economics (ECON 04.310)  
• Cultural Geography (GEOG 06.110) OR  
• Comparative Cultures (ANTH 02.350) |