

Business Development Concentration for Marketing Major

Program: [Marketing](#)

Type: Concentration

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In addition to completing the requirements for a Marketing major, you can also earn a concentration in Business Development by completing three courses listed below.

Course Requirements for Business Development Concentration (9 Credits)

The Business Development Concentration is only available for Marketing majors.

Course	Title	Credits
MKT 2224	Professional Selling	3
MKT 2225	Strategic Account Management	3
	MKT 2120 or MKT 2349	3

Note: the course title for MKT 2349 must be Top: Sales for Social Impact

Category Descriptions

MKT 2120 or MKT 2349

Credits: 3

Course	Title	Credits
MKT 2120	Buyer Behavior	3
MKT 2349	Special Topics in Marketing	3