

The Department of Marketing

Business Development Concentration for Marketing Major

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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