

## 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