Expand your opportunities. Take more marketing courses.

Fall 2017 upper-level marketing courses now open to non-business majors

Marketing is relevant in many careers. Courses in Consumer Behavior, Integrated Marketing Communications, Digital Marketing, Brand Management, and Retailing will show you how to apply a business mindset to your chosen field. Either MKTG 305 or MKTG 310 is a prerequisite for the classes.

**Introduction to Consumer Behavior**, MKTG 411. Understand the social psychology behind consumer purchase decisions.

**Integrated Marketing Communications**, MKTG 420. Learn how to use advertising, personal selling, sales promotion, and public relations as elements of a promotional program to boost an organization’s performance.

**Digital Marketing & Social Media**, MKTG 443. Learn how to manage digital and social media and understand the psychology of online consumers.

**Managing Brands**, MKTG 448. Brands are important to companies and consumers. Understand what brands are and how organizations establish and manage these valuable assets over time.

**Retailing, Distribution Channels, and Supply Chains**, MKTG 453. Success in today’s marketplace is more than the traditional storefront. Examine the ways 21st Century organizations deliver their products to the end consumer.

**Steps to enroll**
2. Fill out the online petition form, putting “Marketing Extension Program” in the first line.
3. Submit the form. Your KUID number will be entered into the enrollment system by the end of that day.
4. Proceed with the regular online enrollment process the next day.

Petitions are reviewed several times a day during the online enrollment period. Permission to enroll will be automatically granted (space permitting) to students who have completed MKTG 305 (with a grade of B or higher) or MKTG 310.