

Marketing
Johnson C. Smith University

Competency		Course Prefix & Number	Course Title	Course Offerings
A A minimum of two (2) semester hours is required to fulfill each of the following competencies unless otherwise noted.				
A	Principles of Marketing	MKT 331	Principles of Marketing	
		MKT 334*	Principles of Retailing	
		MKT 350*	Consumer Behavior	
B	Global Markets / Trade & Financial Literacy	MKT 435*	International Marketing	
C	Organizational Resources Management	MKT 432*	Managerial Marketing	

Posted: 3/28/2011

Revised: Fall 2010

Course Offering Codes:

F=Fall, S=Spring, SS=Summer Session, UD=Upon Demand

e=even years, o=odd years, ^=online

Notes:

- These are typical course offering schedules. Courses are not guaranteed to be offered at these times.
- Please check with the college/university for course availability each semester.
- Some courses require prerequisites be met prior to registration. An asterisk (*) denotes a prerequisite course.
- For more information from this institution, click here, <http://www.jcsu.edu/>.