

**Western Michigan University - Universidad Iberoamericana
Dual Degree Program
Addendum "B"**

Advertising and Promotion Major: 27 credit hours

****Please be advised that a "C" average is required in major.**

Pre-requisite Course: 3 credits

MKTG 2500 - Marketing Principles Credits: 3 hours

Required Courses: 18 credits

MKTG 3710 - Marketing Research Credits: 3 hours

MKTG 3740 - Advertising and Promotion Credits: 3 hours

MKTG 4720 - Media Planning and Research Credits: 3 hours

MKTG 4740 - Creative Strategy Credits: 3 hours

MKTG 4770 - Consumer Behavior Credits: 3 hours

MKTG 4810 - Integrated Marketing Communications Campaigns Credits: 3 hours

Elective Courses: 6 credits

Select two additional courses from the following:

MKTG 3600 - Professional Selling Credits: 3 hours

MKTG 3730 - Internet Marketing Credits: 3 hours

MKTG 3770 - Sales Promotion Credits: 3 hours

MKTG 3800 - Sport Marketing Credits: 3 hours

MKTG 3920 - Applied Marketing Analysis Credits: 3 hours

MKTG 4730 - Direct Marketing Strategy Credits: 3 hours

MKTG 4750 - International Marketing Credits: 3 hours

MKTG 4780 - Special Topics in Marketing Credits: 3 hours

Courses Taken at UNIBE:

MKTG 2500

MKTG 3710

MKTG 3730

MKTG 3740

MKTG 4770

Schedule at WMU (Follows all required pre-requisite sequencing):

****Must take at least 30 credit hours at WMU**

1st semester: (Fall)

CIS 2700

BCM 3700

MKTG 4720

MKTG 4740

Gen Ed area II (3000-level), III (3000-level) or VI

2nd Semester: (Spring)

BUS 4500

MKTG 4810

MKTG elective

Gen Ed area II (3000-level), III (3000-level) or VI

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3rd Semester: (Summer I)

BUS 4750

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