

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

Food and Consumer Package Goods Marketing Major: 29-30 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: 24 credits

MKTG 2900 - Introduction to Food and CPG Industries Credits: 3 hours
MKTG 3710 - Marketing Research Credits: 3 hours
MKTG 3910 - Retail Merchandising Credits: 3 hours
MKTG 3970 - Food and CPG Internship Credits: 1 to 3 hours
MKTG 4840 - Marketing Logistics Credits: 3 hours
MKTG 4920 - Category Management Credits: 3 hours
MKTG 4930 - Food and CPG Sales Credits: 3 hours
MKTG 4940 - Food and CPG Marketing Issues and Strategies Credits: 3 hours

Elective Courses: 3 credits

Select one additional course (3 hours) from the following:

MKTG 3730 - Internet Marketing Credits: 3 hours
MKTG 3740 - Advertising and Promotion Credits: 3 hours
MKTG 3770 - Sales Promotion Credits: 3 hours
MKTG 3920 - Applied Marketing Analysis Credits: 3 hours
MKTG 3960 - Survey of Food and CPG Industries Credits: 3 hours
MKTG 4730 - Direct Marketing Strategy Credits: 3 hours
MKTG 4760 - Retail Management Credits: 3 hours
MKTG 4770 - Consumer Behavior 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 2900
MKTG 3910
MKTG 4840

2nd Semester: (Spring)

BUS 4500
MKTG 4920
MKTG 4930
Gen Ed area II (3000-level), III (3000-level) or VI
Gen Ed area II (3000-level), III (3000-level) or VI

3rd Semester: (Summer I)

MKTG 4940
BUS 4750

4th Semester: (Summer II)

MKTG 3970
Gen Ed area II (3000-level), III (3000-level) or VI