

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

Sales and Business Marketing Major: 24 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 3600 - Professional Selling Credits: 3 hours

MKTG 3710 - Marketing Research Credits: 3 hours

MKTG 3760 - Sales Management Credits: 3 hours

MKTG 4100 - Selling Skills Development Credits: 3 hours

MKTG 4600 - Advanced Selling Strategies Credits: 3 hours

MKTG 4700 - Business Marketing Strategy Credits: 3 hours

Electives: 3 credits

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

MKTG 2900 - Introduction to Food and CPG Industries Credits: 3 hours

MKTG 3720 - Purchasing Management Credits: 3 hours

MKTG 3730 - Internet Marketing Credits: 3 hours

MKTG 3740 - Advertising and Promotion 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

MKTG 4630 - Manufacturing Logistics Credits: 3 hours

MKTG 4840 - Marketing Logistics 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: (Summer I)

MKTG 3600

2nd semester: (Summer II)

CIS 2700

3rd Semester: (Fall)

BCM 3700

MKTG 3760

MKTG 4100

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

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

4th Semester (Spring)

BUS 4500

BUS 4750

MKTG 4600

MKTG 4700

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

Jones
AAC