

Marketing 2nd Option Worksheet 2010 - 2012

Name: _____

Date: _____

UNOFFICIAL

Fall	Credits	Spring	Credits
Junior - Level Option/Pre-requisite Courses			
_____ Mktg 342R Mktg Research	3		
_____ Mktg 343 Cons Behavior	3		
Senior - Level Option Courses			
_____ Mktg 445 (fall only) Prof Selling	3	_____ Mktg 449 Mktg Mgmt	3
_____ Mktg 443 (fall only) Promotion	3	_____ Mktg Elective	3
		_____ Mktg or Restricted Elective	3

Marketing Elective (3 crds required)			
Select one of the following:			
		Credits	Offered
Mktg 441	International Mktg	3	Spring only
Mktg 444	Retail Mgmt	3	Fall only
Mktg 446	Mktg for Entrepreneurs	3	Fall only
Mktg 447	Mktg Mix Design	3	Spring only
Mktg 498	Internship	3	Fall/Spring/Summer
Mktg 490	Research	3	Fall/Spring

Restricted Elective (3 crds required)
_____ Career related course
_____ 300 - 400 level
_____ Approved by your advisor

Graduation Application Instructions:

Student must submit an *Additional Concentration Application* **one year** prior to expected term of graduation.

Application Deadlines:

May 1: for Spring/Summer graduation

December 1: for Fall graduation

Form can be found online at www.montana.edu/registrar - under "Departmental Forms" or in hard copy from the College of Business Office of Student Services in 338 Reid.

What it means to earn a 2nd option/concentration:

You are not earning a second degree. Completion of the coursework listed above will result in an additional concentration. This will be reported on your transcript as a note under the term of completion. Additional concentration students are not eligible to participate in commencement, because they are not earning a degree.