

Marketing Catawba College

Minimum of two (2) semester hours are required to fulfill each of the following competencies unless otherwise noted.

| Competency | | Course Prefix & Number | Course Title | Course Offerings |
|------------|---|------------------------|-------------------------------|------------------|
| A | Principles of Marketing | MKT 2501 | Principals of Marketing | |
| B | Global Markets / Trade & Financial Literacy | ECON 3901 | International Economics | |
| | | FIN 2535 | Managerial Finance | |
| | | MGT 1901E | Comparative Business Cultures | |
| C | Organizational Resources Management | MGT 2562 | Human Resource Management | |
| | | MGT 3563 | Operations Management | |
| D | Entrepreneurship | MGT 2602 | Management of Small Business | |
| | | MGT 3990 | Strategic Management | |
| | | MKT 3120 | Sales Management | |

Posted: Spring 2018
Revised: Spring 2018

Course Offering Codes:

F=Fall, S=Spring, SS=Summer Session, UD=Upon Demand
e=even years, o=odd years, ^=online

Course typically offered **on campus** if shaded.

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.catawba.edu/>
- Courses ending with an E are offered in the evenings.