

Marketing Appalachian State University

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 3050	Principles of Marketing
B	Global Markets / Trade & Financial Literacy	FIN 3010	Survey of Finance
		FIN 3350	International Business Transactions
C	Organizational Resources Management	MGT 3620	Human Resource Management
		MGT 3630	Introduction to Organizational Behavior
D	Entrepreneurship	ENT 3060	Understanding Opportunity and Entrepreneurship
E	Work Based Learning; Organization	BE 4850	Management of Occupational Education Youth Organizations
		TEC 4639	Career & Technical Student Organizations

Posted: Spring 2018

Revised: January 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.appstate.edu/>