

## Marketing Pfeiffer University

Competency		Course Prefix & Number	Course Title	Course Offerings
Two to three semester hours are required to fulfill each of the following competencies unless otherwise noted.				
A	Principles of Marketing	BMAL 241	Principles of Marketing	F-e
		BMAL 342	Advertising & Sales Promotion*	S-o
		BMAL 441	Marketing Management*	F
B	Global Markets / Trade & Financial Literacy	BMAL 381	Global Dimensions of Leadership*	F
		BMAL 481	International Trade & Finance*	S-e
C	Organizational Resources Management	BMAL 371	Organization Behavior*	S
		BMAL 471	Organizational Change*	S-o
D	Entrepreneurship	BMAL 361	Entrepreneurship & Business Management*	S-o

Posted: 11/12/2018

Revised: Fall 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.pfeiffer.edu/>.