# CP - Consumer Marketing - Major Code: 0587

See your advisor to declare your major

The prerequisites and corequisites of the degree requirements are subject to change.

## Requires a GPA of 3.0 for the required courses

## Required nine hours:

## Courses

| | | |
|---|---|---|
| MKTG 3033 Integrated Marketing Communications | 3 Hours | Grade_____ |
| MKTG 3123 Consumer Behavior | 3 Hours | Grade_____ |
| MKTG 3133 Marketing Research | 3 Hours | Grade_____ |

## Total Hours: 9

## Student Degree Program Requirements

A student's degree program requirements are those specified in the catalog in effect at the time of declaration of program major. Students must meet the above program requirements and the graduation requirements as indicated by institutional and college policy. The program can be changed only with the approval of the official advisor. If original courses are eliminateo 3 (o)-a1 (o)-3-3 .2 (e).6 (o)-r.6 (o)q--6seir-6i3thyinat-3 ((o)-6i)102-23 (o)-r.8 (e)-3 [(o)hn -1.3 (e)ri -1 representative.

Student Signature _____ Date _____

Advisor Signature _____ Date _____