

## Concentration in Financial Services Marketing (Available to Marketing and Finance Majors)

Name: \_\_\_\_\_ ID# \_\_\_\_\_

Advisor \_\_\_\_\_

*(12 semester hours)*

<u>Course #</u>	<u>Course</u>	<u>Semester Completed</u>	<u>Grade</u>
<b><u>Required Courses for Finance Majors:</u></b>			
MKT 340	Personal Selling	_____	_____
MKT 440	Sales Management	_____	_____
<b><u>Choose two of the following:</u></b>			
MKT 260	Services Marketing	_____	_____
MKT 310	Business to Business Marketing	_____	_____
MKT 320	Consumer Behavior	_____	_____
MKT 366	Marketing Research	_____	_____
MKT 490	Independent Study in Marketing	_____	_____
MKT/FIN 491	Internship in Financial Services	_____	_____
<b><u>Required Courses for Marketing Majors:</u></b>			
FIN 307	Financial Markets and Institutions	_____	_____
FIN 305	Personal Financial Planning	_____	_____
FIN 312	Investments	_____	_____
<b><u>Choose one of the following:</u></b>			
FIN 315	Financial Modeling	_____	_____
FIN 360	Fixed Income & Derivatives	_____	_____
FIN 405	Private Wealth Management	_____	_____
FIN 412	Investment Analysis	_____	_____

*Students must achieve a 2.5 GPA in their coursework with no grade lower than a "C" to successfully complete the concentration.*

*Finance Majors may only take this program as a second concentration.*