

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>
<u>Required Courses for Finance Majors:</u>			
MKT 340	Personal Selling	_____	_____
MKT 440	Sales Management	_____	_____
<i>Choose two of the following:</i>			
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	_____	_____
<u>Required Courses for Marketing Majors:</u>			
FIN 307	Financial Markets and Institutions	_____	_____
FIN 305	Personal Financial Planning	_____	_____
FIN 312	Investments	_____	_____
<i>Choose one of the following:</i>			
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.