# Accelerated Marketing

Cycle 9 – Truax Campus – Wednesdays Beginning Fall 2013

## Core Requirements (taken one at a time, in sequence)

<table>
<thead>
<tr>
<th>Class #</th>
<th>CURRICULUM</th>
<th>Sequence</th>
<th>Dates</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Fall Semester 2013</td>
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<tr>
<td>31419</td>
<td>10-104-102 Marketing Principles</td>
<td>1st 6 weeks</td>
<td>8/21/13 – 9/25/13</td>
<td>3</td>
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<tr>
<td>31192</td>
<td>10-104-104 Selling Principles</td>
<td>2nd 6 weeks</td>
<td>10/2/13 – 11/6/13</td>
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<tr>
<td>31679</td>
<td>10-104-113 Leadership Strategies</td>
<td>3rd 6 weeks</td>
<td>11/13/13 - 12/18/13</td>
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<tr>
<td>Spring Semester 2014</td>
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<tr>
<td>61322</td>
<td>10-104-161 Marketing Technology Applications</td>
<td>1st 6 weeks</td>
<td>1/8/14 – 2/12/14</td>
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<tr>
<td>61689</td>
<td>10-104-180 International Marketing*</td>
<td>2nd 6 weeks</td>
<td>2/19/14 – 4/2/14</td>
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<tr>
<td>61644</td>
<td>10-104-112 Marketing Design Strategies*</td>
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<td>4/9/13 – 5/14/13</td>
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<td>Summer Session 2014</td>
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<tr>
<td>10330</td>
<td>10-104-125 Principles of Advertising*</td>
<td>6 weeks</td>
<td>6/11/14-7/16/14</td>
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<td>Fall Semester 2014</td>
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<tr>
<td>31643</td>
<td>10-104-103 Market Research*</td>
<td>1st 6 weeks</td>
<td>9/3/14-10/8/14</td>
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<td>31457</td>
<td>10-104-107 Marketing Management*</td>
<td>2nd 6 weeks</td>
<td>10/15/14-11/19/14</td>
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<td>31541</td>
<td>10-104-111 Innovative Trends in Marketing*</td>
<td>3rd 6 weeks</td>
<td>11/26/14-1/14/15</td>
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<td>Spring 2015 RELATED STUDY REQUIREMENTS (taken at any time, as fits in your schedule)</td>
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<td>64992</td>
<td>10-104-163 Social Media/Bus Ethics</td>
<td>1st 6 weeks</td>
<td>1/21/15-2/25/15</td>
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<td>61553</td>
<td>10-104-114 Social Media Principles</td>
<td>2nd 6 weeks</td>
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<td>61749</td>
<td>10-104-162 Mobile Marketing (Social Media)</td>
<td>3rd 6 weeks</td>
<td>4/22/15-5/27/15</td>
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<td>61796 OR 61797</td>
<td>Online Marketing Portfolio</td>
<td>Online</td>
<td>1/20/15-2/28/15</td>
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<td>General Education Requirements (taken at any time, as fits in your schedule)</td>
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<td>10-804-123</td>
<td>Math w/ Business Apps*</td>
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<td>10-801-195</td>
<td>Written Communication*</td>
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<td>10-801-198</td>
<td>Speech*</td>
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<td>10-809-199</td>
<td>Psychology of Human Relations*</td>
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<td>10-809-195</td>
<td>Economics*</td>
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<td>10-809-197</td>
<td>Contemporary American Society*</td>
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<td>10-809-166</td>
<td>Intro to Ethics Theory &amp; App*</td>
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<td>Total (all requirements)</td>
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</table>

*Pre-requisite and/or enrollment requirements

**Approved Marketing Electives**

<table>
<thead>
<tr>
<th>Class #</th>
<th>CURRICULUM</th>
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<tbody>
<tr>
<td>10-104-165 Internship</td>
<td>10-104-115 Advanced Social Media Campaigns*</td>
<td>10-104-108 B2B Sales*</td>
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<tr>
<td>10-104-169 Internet Marketing*</td>
<td>10-104-126 Publicity &amp; Promotions Strategy</td>
<td>10-104-181 Complete Campaigns*</td>
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<tr>
<td>10-104-187 Global Studies Seminar</td>
<td>10-104-160 Sales Management*</td>
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Cycle 9 core classes are offered at the Truax campus Wednesday evenings 5:30-9:30 p.m.

Schedule subject to slight changes

Revised 10/1/14