

Marketing Technology 30 Credit Endorsement

Code	Title	Credits
CTE 4401	Foundations of Career and Technical Education	3
CTE 3341	Leadership and Advising in Career Technical Student Organizations I	1
CTE 3342	Leadership and Advising in Career Technical Student Organizations II	1
CTE 3343	Leadership and Advising in Career Technical Student Organizations III	1
CMP 2261	Introduction to Advertising	3
or CMP 3310	Multiplatform Storytelling	
or CTE 4454	Adobe in Education	
or CTE 4455	Advanced Adobe in Education	
ECON 2201	Principles of Macroeconomics	3
or ECON 2202	Principles of Microeconomics	
or FCS 4470	Consumer Economics	
CTE 4403	Methods of Teaching in Career and Technical Education	3
or BED 3332	Methods in Business Education	
MKTG 2225	Introduction to Marketing	3
MKTG 4405	Personal Selling and Sales Force Management	3
MKTG 4421	Services Marketing	3
MKTG 4427	Consumer Behavior	3
MGT 3312	Individual and Organizational Behavior	3
Total Credits		30