

**Marketing
Gardner Webb University**

Competency A minimum of two (2) semester hours is required to fulfill each of the following competencies unless otherwise noted.		Course Prefix & Number	Course Title	Course Offerings
A	Principles of Marketing	MRKT 300	Principles of Marketing	F, S
B	Global Markets / Trade & Financial Literacy	MRKT 466	International Marketing	F
		ECON 401	International Economics	Se
C	Organizational Resources Management	MGMT 316	Principles of Management	F, S
		MGMT 330	Industrial Supervision	UD
		MGMT 422	Marketing Management	UD
		MGMT 416	Operations Management	F, S
D	Entrepreneurship	MGMT 410	Entrepreneurship	F

Posted: 8/30/2018

Revised: Fall 2018

Course Offering Codes:

F=Fall, S=Spring, SS=Summer Session, UD=Upon Demand
e=even years, o=odd years, ^=online

Notes:

- These are typical course offering schedules. Courses are not guaranteed to be offered at these times.
- Please check with the college/university for course availability each semester.
- Some courses require prerequisites be met prior to registration. An asterisk (*) denotes a prerequisite course.
- For more information from this institution, click here, <http://gardner-webb.edu/>.