

Marketing Guilford College

Minimum of two (2) semester hours are required to fulfill each of the following competencies unless otherwise noted.

Competency		Course Prefix & Number	Course Title	Course Offerings
A	Principles of Marketing	BUS 324	Marketing Management	
B	Global Markets / Trade & Financial Literacy	BUS 272	Financial Planning	
		BUS 282	Fundamentals of Investing	
		BUS 332	Financial Management	
		BUS 333	Money & Capital Markets	
C	Organizational Resources Management	BUS 320	Organizational Behavior	
		BUS 321	Human Resource Law & Management	
D	Entrepreneurship	BUS 424	Marketing Strategy	
		BUS 381	Entrepreneurship	

Posted: Spring 2018
Revised: Spring 2018

Course Offering Codes:

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

Course typically offered **on campus** if shaded.

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://www.guilford.edu/>