

**Marketing
St. Andrews 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 When multiple courses are listed for one competency, only one course is required to satisfy the competency, unless otherwise noted.	Course Offerings
A	Principles of Marketing	BUS 321	Principles of Marketing Management	
B	Global Markets / Trade & Financial Literacy	BUS 422*	International Marketing Management	S
C	Organizational Resources Management	BUS 421	Strategic Marketing Management	S
		BUS 451*	Operations Management	
D	Entrepreneurship	BUS 302*	Entrepreneurship	F

Posted: 2/18/2016

Revised: Winter 2016

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://www.sa.edu/>