

## Marketing High Point University

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	MKT 2110	Principles of Marketing
B	Global Markets / Trade & Financial Literacy	FIN 3010	Financial Management
		MKT 3750	International Marketing
C	Organizational Resources Management	MGT 2200	Principals of Management and Organizational Behavior
		MGT 4100	Human Resource Management
D	Entrepreneurship	ENT 2810	Dilemmas and Debates in Entrepreneurship
		ENT 3023	Business Modeling and Feasibility

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.highpoint.edu/>.