

**University of Nebraska
Undergraduate Course Equivalencies**

Marketing

Course(s)	UNK	Credits	Course(s)	UNL	Credits	Course(s)	UNO	Credits
BMKT331	PRIN OF SELLING	3				MKT 3100	PROFESSIONAL SALESMANSHIP	3
BMKT300	PRIN OF MARKETING	3	MRKT341	MARKETING	3	MKT 3310	PRIN OF MARKETING	3
BMKT438	CONSUMER BEHAVIOR	3	MRKT443	CONSUMER BEHAVIOR	3	MKT 3320	CONSUMER BEHAVIOR	3
BMKT433	MARKETING CHANNELS MGMT	3	MRKT346	MRKTNG CHANNELS MGT	3	MKT 3340	CHANNELS OF DISTRIBUTION	3
BMKT440	ADVERTISING MGT	3	MRKT347	MRKTNG COMM STRATEGY	3	MKT 3360	ADVERTISING	3
BMKT430	INTL MARKETING	3	MRKT453	INTERNATL MARKETING	3	MKT 3380	INTERNATIONAL MARKETING	3
BMKT434	BUSINESS-TO-BUSINESS MARKETING	3				MKT 3610	BUSINESS TO BUSINESS MARKETING	3
BMKT456	MARKETING MGT	3	MRKT442	MARKETING MANAGEMENT	3	MKT 4300	MARKETING MANAGEMENT	3
BMKT437	SALES MANAGEMENT	3	MRKT458	SALES MANAGEMENT	3	MKT 4320	SALES MANAGEMENT	3
BMKT435	MKTG RESEARCH	3	MRKT345	MARKET RESEARCH	3	MKT 4340	MARKETING RESEARCH	3
BMKT457	E-MARKETING	3	MRKT441	MRKTNG & E-COMMERCE	3	MKT 4360	MARKETING IN A HIGH TECH ENVIRONMENT	3
BMKT420	RETAIL MANAGEMENT	3	MRKT425	RETAILING MANAGEMENT	3			

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