

## Marketing Wake Forest University

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

	Competency	Course Prefix & Number	Course Title	Course Offerings
A	Principles of Marketing	BEM 221	Principles of Marketing	
B	Global Markets / Trade & Financial Literacy	ECN 251	International Trade	
C	Organizational Resources Management	BEM 312	Human Resource Management	
D	Entrepreneurship	BEM 377	Entrepreneurship	
		ESE 201	Foundations of Entrepreneurship	
		ESE 205	Managing the Entrepreneurial Venture: Start-up to Early Growth	

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.wfu.edu/>