

Roanoke College Course		Virginia Tech Course	
BUAD 343 (4 credits)	Consumer behavior	MKTG 4204 (3 credits) + MKTG 3XXX (1 credit)	Consumer behavior + elective
BUAD 433 (4 credits)	Marketing research	MKTG 4154 (3 credits) + MKTG 3XXX (1 credit)	Marketing research + elective
POLI 246 (4 credits)	Justice, revolution, and the good society	MKTG 4984 (4 credits)	Special study
ROA 218 (2 credits) + ROA 219 (2 credits)	Digital storytelling for global learning i + ii	MKTG 3954 (4 credits)	Study abroad
BUAD 416LL (4 credits)	Internship	MKTG 4404 (3 credits)	Field practicum in marketing
BUAD 300 (4 credits)	Social marketing	MKTG 4644 (3 credits)	Marketing, society, and the public interest
COMM 416LL (4 credits)	Internship	MKTG 4964 (4 credits)	Field study