

COURSE #	COURSE TITLE	PREREQUISITES	CREDITS	QUARTER	COMPLETED
Daniels Compass Courses			8		
A \$500 program fee is assessed for BUS 4610; a \$50 course fee and a \$450 program fee are assessed for BUS 4620.					
BUS 4610	The Essence of Enterprise		4	_____	_____
BUS 4620	Ethics for the 21st Century Professional	BUS 4610	4	_____	_____
Marketing Core Courses			20		
MKTG 4100	Marketing Concepts		4	_____	_____
MKTG 4510	Concepts of Buyer Behavior	MKTG 4100 <small>prereq or coreq</small>	4	_____	_____
MKTG 4520	Marketing Metrics	MKTG 4100 <small>prereq or coreq</small>	4	_____	_____
MKTG 4530	Marketing Research	MKTG 4100	4	_____	_____
MKTG 4900	Advanced Marketing Strategy	to be taken in last quarter of degree	4	_____	_____
Marketing Elective Courses			26		
Strongly Recommended:					
MKTG 4540	Product & Service Innovation	MKTG 4100 <small>prereq or coreq</small>	4	_____	_____
MKTG 4370	Marketing Channels & Logistics	MKTG 4100	4	_____	_____
MKTG 4220	Customer Experience Management		4	_____	_____
MKTG 4810	Integrated Marketing Communication	MKTG 4100 <small>prereq or coreq</small>	4	_____	_____
Other Marketing Electives by Area:					
Integrated Marketing Communication (IMC) Courses					
MKTG 4820	Brand Management	MKTG 4810 or permission	4	_____	_____
MKTG 4850	Advanced IMC Campaign	MKTG 4810	4	_____	_____
MKTG 4240	Advanced CEM Integration	MKTG 4220	4	_____	_____
MKTG 4705	Topics: Digital Marketing	MKTG 4100 <small>prereq or coreq</small>	4	_____	_____
MKTG 4705	Topics: Global IMC	MKTG 4810 <small>prereq</small>	4	_____	_____
XXXX 4XXX	Topics: in MKTG or other areas	advisor approval	4	_____	_____
Customer Experience Management (CEM) Courses					
MKTG 4240	Advanced CEM Integration	MKTG 4220	4	_____	_____
MKTG 4820	Brand Management	MKTG 4810 or permission	4	_____	_____
MKTG 4850	Advanced IMC Campaign	MKTG 4810	4	_____	_____
XXXX 4XXX	Topics: in MKTG or other areas	advisor approval	4	_____	_____
Integrated Marketing Strategy (IMS) Courses					
MKTG 4630	International Marketing	MKTG 4100 <small>prereq or coreq</small>	4	_____	_____
MKTG 4670	Competitive Marketing Strategies	MKTG 4100 <small>prereq or coreq</small>	4	_____	_____
XXXX 4XXX	Topics: in MKTG or other areas	advisor approval	4	_____	_____
Supply Chain Management (SCM) Courses					
MKTG 4360	Transportation Systems		4	_____	_____
MKTG 4375	Strategic Sourcing		4	_____	_____
MKTG 4380	Global Supply Chain Management	MKTG 4370	4	_____	_____
MKTG 4705	Topics: Improving Supply Chain Performance		4	_____	_____
XXXX 4XXX	Topics: in MKTG or other areas	advisor approval	4	_____	_____
Additional courses					
MKTG 4660	Sports Marketing	MKTG 4100 <small>prereq or coreq</small>	4	_____	_____
MKTG 4991	Independent Study		2	_____	_____
MKTG 4980	Internship		2	_____	_____
XXXX 4XXX	Topics: in MKTG or other areas	advisor approval	4	_____	_____
Total Credits for MS-Marketing			54		

Additional Information: For detailed academic policy information, refer to Graduate Student Handbook. An overall GPA of 3.0 is required for graduation. Electives must be graduate (4000-level) courses.

Program requirements are subject to change without notice.