

| 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 | _____ | _____ |
| Additional Business Courses | | | 2 | | |
| Choose one course from the following (or see Advisor): | | | | | |
| BUS 4XXX | Career Development (available spring 2010) | | 2 | _____ | _____ |
| BUS 4991 | Independent Study | | 2 | _____ | _____ |
| BUS 4980 | Internship | | 2 | _____ | _____ |
| Marketing Core Courses | | | 20 | | |
| MKTG 4610 | Marketing Strategy | | 4 | _____ | _____ |
| MKTG 4510 | Concepts of Buyer Behavior | MKTG 4610 <i>prereq or coreq</i> | 4 | _____ | _____ |
| MKTG 4520 | Measuring Marketing Plans and Strategies | MKTG 4610 <i>prereq or coreq</i> | 4 | _____ | _____ |
| MKTG 4530 | Marketing Research | MKTG 4610 | 4 | _____ | _____ |
| MKTG 4500 | Integrative Marketing Strategy | MKTG 4520 OR (MKTG 4610 and FIN 4630) | 4 | _____ | _____ |
| Choose one Track to complete MS-MKTG Degree: | | | | | |
| Integrated Marketing Communication (IMC) Track | | | 24 | | |
| MKTG 4810 | Integrated Marketing Communication | MKTG 4610 <i>prereq or coreq</i> | 4 | _____ | _____ |
| MKTG 4820 | Brand Communication Strategies | MKTG 4810 or permission | 4 | _____ | _____ |
| MKTG 4220 | Intro to Customer Experience Management | | 4 | _____ | _____ |
| A. Choose one course from the following: | | | | | |
| MKTG 4850 | IMC Campaign | MKTG 4820 | 4 | _____ | _____ |
| MKTG 4240 | CEM Audit | MKTG 4220 | 4 | _____ | _____ |
| B. Choose two courses from the following: | | | | | |
| MKTG 4550 | Marketing Planning | MKTG 4520 OR (MKTG 4610 and FIN 4630) | 4 | _____ | _____ |
| MKTG 4640 | Services Marketing | MKTG 4610 <i>prereq or coreq</i> | 4 | _____ | _____ |
| MKTG 4____ | Marketing Elective (approved by program director in advance) | | 4 | _____ | _____ |
| MCOM 4____ | MCOM Elective (approved by program director in advance) | | 4 | _____ | _____ |
| Customer Experience Management (CEM) Track | | | 24 | | |
| MKTG 4810 | Integrated Marketing Communication | MKTG 4610 <i>prereq or coreq</i> | 4 | _____ | _____ |
| MKTG 4220 | Intro to Customer Experience Management | | 4 | _____ | _____ |
| MKTG 4640 | Services Marketing | MKTG 4610 <i>prereq or coreq</i> | 4 | _____ | _____ |
| MKTG 4240 | CEM Audit | MKTG 4220 | 4 | _____ | _____ |
| MKTG 4550 | Marketing Planning | MKTG 4520 OR (MKTG 4610 and FIN 4630) | 4 | _____ | _____ |
| MKTG 4____ | Marketing elective (approved by program director in advance) | | 4 | _____ | _____ |
| Integrated Marketing Strategy (IMS) Track | | | 24 | | |
| Choose six additional MKTG courses or other advisor-approved electives: | | | | | |
| MKTG 4640 | Services Marketing | MKTG 4610 <i>prereq or coreq</i> | 4 | _____ | _____ |
| MKTG 4220 | Intro to Customer Experience Management | | 4 | _____ | _____ |
| MKTG 4630 | International Marketing | MKTG 4610 <i>prereq or coreq</i> | 4 | _____ | _____ |
| MKTG 4670 | Competitive Marketing Strategies | MKTG 4610 <i>prereq or coreq</i> | 4 | _____ | _____ |
| MKTG 4550 | Marketing Planning | MKTG 4520 OR (MKTG 4610 and FIN 4630) | 4 | _____ | _____ |
| MKTG 4____ | Marketing Elective (approved by program director in advance) | | 4 | _____ | _____ |
| Supply Chain Management (SCM) Track | | | 24 | | |
| Choose six additional MKTG courses or other advisor-approved electives: | | | | | |
| MKTG 4360 | Transportation Systems | | 4 | _____ | _____ |
| MKTG 4370 | Logistics Management | | 4 | _____ | _____ |
| MKTG 4375 | Strategic Sourcing | | 4 | _____ | _____ |
| MKTG 4380 | Supply Chain Management | MKTG 4370 | 4 | _____ | _____ |
| MKTG 4706 | Demand Planning | | 4 | _____ | _____ |
| MKTG 4707 | Performance in a Production Environment | | 4 | _____ | _____ |
| MKTG 4____ | Marketing Elective (approved by program director in advance) | | 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.

Note: Daniels BSBA-Marketing majors may be able to waive MKTG 4610 if a 3.0 average was maintained in marketing major classes. Please see a graduate business advisor for questions regarding individual degree requirements.

Program requirements are subject to change without notice.