

COURSE #	COURSE TITLE	NOTES/PREREQUISITES	CREDITS	OFFERED
MKTG Required Courses			29	
MKTG 4000 ¹	Foundations of Marketing	Taken on the first quarter of the program	0	FA,WI,SP (online only)
MKTG 4100 ²	Marketing Concepts	Waive-able with Director permission		FA (online: WI/SU)
MKTG 4510	Consumer Behavior	MKTG 4000 (FA)	4	FA
MKTG 4570	Digital Strategies		4	FA
MKTG 4981	Marketing Professional Development & Leadership I		1	FA
MKTG 4520	Marketing Analytics	Must discuss w/ Instructor if this is 1 st class taken	4	WI
MKTG 4810	Integrated Marketing Communication		4	WI (online: SU)
MKTG 4982	Marketing Professional Development & Leadership II		1	WI
MKTG 4400	Social Awareness and Ethics		2	SP
MKTG 4530	Marketing Research		4	SP
MKTG 4550	Marketing Planning		4	SP
MKTG 4983	Marketing Professional Development & Leadership III		1	SP
MKTG 4980 ³	Marketing Internship	Waive-able with Director permission	0	Every quarter
MKTG 4999 ⁴	Marketing Assessment	Taken quarter of graduation	0	SP, WI & FA
MKTG ELECTIVE Courses			16	
MKTG 4380	Supply Chain Management		4	Online: WI
MKTG 4580	Insights to Innovation		4	FA online
MKTG 4660	Sports & Entertainment Marketing		4	SP
MKTG 4675	Marketing for Social Impact		4	SP (online)
MKTG 4655	Sales Management & Leadership		4	SP
MKTG 4705	Topics: Emerging Tech in Marketing	Travel fee apply	4	WI
MKTG 4805	Foundations of Digital Marketing		4	FA, WI & SP
MKTG 4815	Social Media Marketing		4	WI, SP
MKTG 4820	Brand Management		4	FA (online: SP)
MKTG 4825	Mobile Marketing		4	FA, SP
MKTG 4835	Search Engine Marketing		4	FA, WI
MKTG 4845	Tech in Marketing: Design Tools and Digital Strategy		4	FA, SP
MKTG 4860	Data Science for Marketers		4	FA, SP
MKTG 4865	South by Southwest: Tech and Innovation	Travel fee apply	4	WI
MKTG 4991	Independent Study		2-4	Every quarter
TOTAL CREDITS FOR MS MARKETING			45	

¹ All students are required to pass MKTG 4000 Marketing Foundations exam in the first fall quarter of the program. The study materials and exam will be available through Canvas. A \$500 program fee is assessed for the program marketing leadership experience.

² All students are required to take MKTG 4100 Marketing Concepts and will count as an elective course. Substitution may be granted for students who have marketing background.

³ If limited full-time work experience in marketing, 0 credit hours of internship is required. Waiver approved by program chair and department chair.

⁴ MKTG 4999 is a required zero-credit course that includes program assessment; you must pass to graduate. Check Canvas for upcoming events. The one or two events in this course will generally be on Fridays. Please register for this class in the quarter you expect to graduate.

Students may receive instructor permission (INP) to waive the prerequisite requirements. Please contact your graduate advisor for questions.

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