

FULL-TIME MS MARKETING COURSE SEQUENCE

FALL	WINTER	SPRING
Professional Development and Leadership ^a	Professional Development and Leadership ^a	Professional Development and Leadership ^a
Consumer Behavior	Marketing Analytics	Marketing Research & Analysis
Digital Strategies	Integrated Marketing Communication	Marketing Planning
Foundations of Marketing ^b	Elective	Social Awareness & Ethics
Marketing Internship ^c		Marketing Assessment ^e
Marketing Concepts ^d	Elective	Elective
13 Credit Hours	17 Credit Hours	15 Credit Hours

^a Professional Development & Leadership is a series of three one-credit courses, which includes Saturday day-long immersion per quarter, career coaching sessions, and other workshops and seminars.

^b Foundations of Marketing is a zero-credit onboarding course that all students are required to pass. It provides a foundation for the MS Marketing program and guidance for how to succeed in the program.

^c Marketing Internship is a zero-credit requirement to graduate from the MS Marketing program. The internship may be taken any time during the school year or in the summer preceding or following the program.

^d Marketing Concepts can be switched with an elective if certain requirements are met.

^e Marketing Assessment is a zero-credit reflection and program evaluation students are required to pass. It assesses student growth and transformation during the program.

Please note: This course sequence is subject to change.

Part time options available.

Professional Development
 Core
 Elective

