

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 Insights	Marketing Analytics	Marketing Research
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



Professional Development



Core



Elective

^a Professional Development & Leadership is a series of three one-credit courses, which includes two half-day immersions 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. It can be waived with approval.

^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.

