

Full-time 12-Month MS Marketing Course Sequence

| FALL | WINTER | SPRING | SUMMER |
|--|--|--|--|
| MKTG 4000 Foundations of Marketing | MKTG 4810 Integrated Marketing Communication <small>prereq: MKTG 4510, 4530 or instructor permission</small> | MKTG 4570 Digital Strategies <small>prereq: MKTG 4510, 4530, 4810 or instructor permission</small> | MKTG 4980 ^c Marketing Internship |
| MKTG 4400 Social Awareness & Ethics | MKTG 4520 Marketing Metrics <small>prereq: MKTG 4510, 4530</small> | MKTG 4580 Collaborative Innovation <small>prereq: MKTG 4510, 4530 or instructor permission</small> | |
| MKTG 4530 Marketing Research & Analysis <small>prereq: MKTG 4000</small> | Marketing Elective | MKTG 4550 Marketing Planning <small>prereq: MKTG 4510, 4530, 4810 or instructor permission</small> | |
| MKTG 4510 Consumer Behavior <small>prereq: MKTG 4000</small> | Marketing Elective | MKTG 4998 ^b Leadership & Professionalism | |
| Marketing Elective | Marketing Elective | MKTG 4999 ^d Marketing Assessment | |
| MKTG 4998 ^{b/e} Leadership & Professionalism | MKTG 4998 ^b Leadership & Professionalism | | |
| 15 Credit Hours | 17 Credit Hours | 13 Credit Hours | 2 Credit Hours |

^aAll students are required to pass the Marketing Foundations exam early in the first quarter of the degree program. The study materials and exam will be accessible through Canvas.

^bMKTG 4998 is a series of three one-credit courses, which includes a selection of workshops and seminars. Check Canvas for upcoming events. The events will generally be on Fridays, but not every Friday.

^cIf no work experience, 2 hours of internship is required in addition to the 33 required core course hours.

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

^e A \$600 program fee is assessed for MKTG 4998 for the first quarter.

Full-time 15-Month MS Marketing Course Sequence

| FALL | WINTER | SPRING | SUMMER | FALL |
|--|--|--|--|--|
| MKTG 4000 Foundations of Marketing | MKTG 4810 Integrated Marketing Communication <small>prereq: MKTG 4510, 4530 or instructor permission</small> | MKTG 4570 Digital Strategies <small>prereq: MKTG 4510, 4530, 4810 or instructor permission</small> | MKTG 4980 ^c Marketing Internship | Marketing Elective |
| MKTG 4400 Social Awareness & Ethics | | | | |
| MKTG 4510 Consumer Behavior <small>prereq: MKTG 4000</small> | MKTG 4520 Marketing Metrics <small>prereq: MKTG 4510, 4530</small> | MKTG 4580 Collaborative Innovation <small>prereq: MKTG 4510, 4530 or instructor permission</small> | | Marketing Elective |
| MKTG 4530 Marketing Research & Analysis <small>prereq: MKTG 4000</small> | Marketing Elective | MKTG 4550 Marketing Planning <small>prereq: MKTG 4510, 4530, 4810 or instructor permission</small> | | MKTG 4999 ^d Marketing Assessment |
| MKTG 4998 ^{b/e} Leadership & Professionalism | MKTG 4998 ^b Leadership & Professionalism | MKTG 4998 ^b Leadership & Professionalism | | |
| 11 Credit Hours | 13 Credit Hours | 13 Credit Hours | 2 Credit Hours | 8 Credit Hours |

^aAll students are required to pass the Marketing Foundations exam early in the first quarter of the degree program. The study materials and exam will be accessible through Canvas.

^bMKTG 4998 is a series of three one-credit courses, which includes a selection of workshops and seminars. Check Canvas for upcoming events. The events will generally be on Fridays, but not every Friday.

^cIf no work experience, 2 hours of internship is required in addition to the 33 required core course hours.

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

^e A \$600 program fee is assessed for MKTG 4998 for the first quarter.