

| COURSE # | COURSE TITLE | PREREQUISITES | CREDITS | QUARTER | COMPLETED |
|--|--|--|--------------|---------|-----------|
| Marketing Required Courses..... | | | 33-35 | | |
| MKTG 4000 ¹ | Foundations of Marketing | MKTG 4000 | 0 | _____ | _____ |
| MKTG 4510 | Consumer Behavior | MKTG 4000 | 4 | _____ | _____ |
| MKTG 4530 | Marketing Research & Analytics | MKTG 4000 | 4 | _____ | _____ |
| MKTG 4400 | Social Awareness and Ethics | MKTG 4000 | 2 | _____ | _____ |
| MKTG 4520 | Marketing Metrics | MKTG 4510, 4530 | 4 | _____ | _____ |
| MKTG 4810 | Integrated Marketing Communication | MKTG 4510, 4530 or INP ⁶ | 4 | _____ | _____ |
| MKTG 4570 | Digital Strategies | MKTG 4510, 4530, 4810, or INP ⁶ | 4 | _____ | _____ |
| MKTG 4580 | Collaborative Innovation | MKTG 4510, 4530, or INP ⁶ | 4 | _____ | _____ |
| MKTG 4900 | Advanced Marketing Strategy | Within two quarters of graduation | 4 | _____ | _____ |
| MKTG 4998 ^{2/3} | Mktg Leadership and Professionalism | | 1 | _____ | _____ |
| MKTG 4998 ³ | Mktg Leadership and Professionalism | | 1 | _____ | _____ |
| MKTG 4998 ³ | Mktg Leadership and Professionalism | | 1 | _____ | _____ |
| MKTG 4980 ⁴ | Marketing Internship | Waivable with Dir. permission | 0-2 | _____ | _____ |
| MKTG 4999 ⁵ | Marketing Assessment | Taken quarter of graduation | 0 | _____ | _____ |
| Marketing Elective Courses..... | | | 12 | | |
| MKTG 4540 | Product & Service Innovation | | 4 | _____ | _____ |
| MKTG 4550 | Marketing Planning | Within 1 quarter of graduation or INP ⁶ | 4 | _____ | _____ |
| MKTG 4220 | Customer Experience Management | | 4 | _____ | _____ |
| MKTG 4635 | International Consumer Behavior | MKTG 4510 | 4 | _____ | _____ |
| MKTG 4800 | Global IMC | MKTG 4810 or INP ⁶ | 4 | _____ | _____ |
| MKTG 4805 | Foundations of Digital Marketing | | 4 | _____ | _____ |
| MKTG 4815 | Social Media Marketing | | 4 | _____ | _____ |
| MKTG 4825 | Mobile Marketing | | 4 | _____ | _____ |
| MKTG 4835 | Search Engine Marketing | | 4 | _____ | _____ |
| MKTG 4845 | Tech in Marketing: Design Tools and Digital Strategy | | 4 | _____ | _____ |
| MKTG 4820 | Brand Management | | 4 | _____ | _____ |
| MKTG 4850 | IMC Campaign | MKTG 4810 or INP ⁶ | 4 | _____ | _____ |
| MKTG 4605 | Current Marketing Perspectives | | 4 | _____ | _____ |
| MKTG 4660 | Sports & Entertainment Marketing | | 4 | _____ | _____ |
| MKTG 4630 | International Marketing | | 4 | _____ | _____ |
| MKTG 4991 | Independent Study | | 2-4 | _____ | _____ |
| MKTG 4980 | Internship | | 2-4 | _____ | _____ |
| XXXX 4XXX | Topics: in MKTG or other areas | Advisor approval | 4 | _____ | _____ |
| Total Credits for MS-Marketing..... | | | 45-47 | | |

¹All 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.

²A \$1,350 program fee is assessed for MKTG 4998 for the first quarter (Fall 2017).

³MKTG 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. Please register for this class in each of the first three quarters you are an MS MKTG student at Daniels.

⁴If no work experience, 2 hours of internship is required in addition to the 33 required core course hours.

⁵MKTG 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.

⁶Students may receive instructor permission (INP) to waive the prerequisite requirements. Please contact your graduate academic 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. Electives must be graduate (4000-level) courses.

Program requirements are subject to change without notice.

4.18.2017