

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 4550	Marketing Planning	Within two quarters of grad. or INP	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 4900	Advanced Marketing Strategy	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 prior to beginning the degree. The study materials and exam will be accessible online through Canvas.

²A \$900 program fee is assessed for MKTG 4998 for the first quarter (Fall 2018).

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 limited full-time work experience in marketing, 2 hours of internship is required in addition to the 33 required 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 one or two 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. A C- or better is required in all classes. Electives must be graduate (4000-level) courses.