

COURSE #	COURSE TITLE	PREREQUISITES	CREDITS	OFFERED
MKTG Required Courses			33-35	
MKTG 4000 ¹	Foundations of Marketing	MKTG 4000 (FA)	0	FA
MKTG 4510	Consumer Behavior	MKTG 4000 (FA)	4	FA
MKTG 4530	Marketing Research & Analytics	MKTG 4000 (FA)	4	FA
MKTG 4400	Social Awareness and Ethics	MKTG 4000 (FA)	2	FA
MKTG 4998 ^{2/3}	Marketing Leadership and Professionalism		1	FA
MKTG 4520	Marketing Metrics	MKTG 4510, 4530 (WI)	4	WI
MKTG 4810	Integrated Marketing Communication	MKTG 4510, 4530 or INP ⁶ (WI)	4	WI
MKTG 4998 ³	Marketing Leadership and Professionalism		1	WI
MKTG 4550 ⁷	Marketing Planning	Within two quarters of grad. or INP	4	SP
MKTG 4570	Digital Strategies	MKTG 4510, 4530, 4810, or INP ⁶	4	SP
MKTG 4580	Insights to Innovation	MKTG 4510, 4530, or INP ⁶	4	SP
MKTG 4998 ³	Marketing Leadership and Professionalism		1	SP
MKTG 4999 ⁵	Marketing Assessment	Taken quarter of graduation	0	SP, WI & FA
MKTG 4980 ⁴	Marketing Internship	Waive-able with Director permission	0-2	Every quarter
MKTG ELECTIVE Courses			12	
MKTG 4540	Product & Service Innovation		4	WI
MKTG 4900	Advanced Marketing Strategy	Within 1 quarter of graduation or INP ⁶	4	FA
MKTG 4220	Customer Experience Management		4	
MKTG 4635	International Consumer Behavior	MKTG 4510	4	SU
MKTG 4800	Global IMC	MKTG 4810 or INP ⁶	4	
MKTG 4705	Topics: Data Science for Marketing		4	FA
MKTG 4805	Foundations of Digital Marketing		4	SP, WI & SU
MKTG 4815	Social Media Marketing		4	SP, WI & SU
MKTG 4825	Mobile Marketing		4	WI
MKTG 4835	Search Engine Marketing		4	SP & FA
MKTG 4845	Tech in Marketing: Design Tools and Digital Strategy		4	SP, FA & SU
MKTG 4820	Brand Management		4	WI
MKTG 4850	IMC Campaign	MKTG 4810 or INP ⁶	4	
MKTG 4605	Current Marketing Perspectives		4	
MKTG 4660	Sports & Entertainment Marketing		4	WI & SP
MKTG 4630	International Marketing		4	
MKTG 4991	Independent Study		2-4	Every quarter
TOTAL CREDITS FOR MS MARKETING			45-57	

¹ All 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.

² A \$700 program fee is assessed for MKTG 4998 for the first quarter (FA 2019).

³ MKTG 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.

⁴ If limited full-time work experience in marketing, 2 hours of internship is required in addition to the 33 required course hours.

⁵ MKTG 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.

⁶ Students may receive instructor permission (INP) to waive the prerequisite requirements. Please contact your graduate academic advisor for questions.

⁷ Students may Substitute MKTG 4900 in place of MKTG 4550.

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.