

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.

Part-time MS Marketing Fall Start Course Sequence

FALL YEAR 1	WINTER YEAR 1	SPRING YEAR 1	SUMMER YEAR 1	FALL YEAR 2	WINTER YEAR 2
MKTG 4510 Consumer Behavior <small>prereq: MKTG 4000</small>	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 4900 Advanced Marketing Strategy	Marketing Elective
MKTG 4530 Marketing Research & Analysis <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	Marketing Elective	Marketing Elective
MKTG 4000 Foundations of Marketing	MKTG 4998 ^b Leadership & Professionalism	MKTG 4998 ^b Leadership & Professionalism		MKTG 4400 Social Awareness & Ethics <small>prereq: MKTG 4000</small>	MKTG 4999 ^d Marketing Assessment
MKTG 4998 ^{b/e} Leadership & Professionalism					
9 Credit Hours	9 Credit Hours	9 Credit Hours	4-6 Credit Hours	6 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.

^eA \$600 program fee is assessed for MKTG 4998 for the first quarter (Fall 2017).