# Full-Time MS Marketing Course Sequence

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<table>
<thead>
<tr>
<th>Fall</th>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
</tr>
</thead>
</table>
| **MKTG 4000**<sup>a</sup>  
Foundations of Marketing | **MKTG 4810**  
Integrated Marketing  
Communication  
prereq: MKTG 4510, 4530  
or instructor permission | **MKTG 4570**  
Digital Strategies  
prereq: MKTG 4510, 4810  
or instructor permission | **MKTG 4980**  
Marketing Internship<sup>d</sup> |
| **MKTG 4400**  
Social Awareness & Ethics  
prereq: MKTG 4000 | **MKTG 4520**  
Marketing Metrics  
prereq: MKTG 4510, 4530 | **MKTG 4580**  
Collaborative  
Innovation  
prereq: MKTG 4510, 4530  
or instructor permission | |
| **MKTG 4530**  
Marketing Research  
& Analysis  
prereq: MKTG 4000 | Marketing Elective | Marketing Elective | |
| **MKTG 4510**  
Consumer Behavior  
prereq: MKTG 4000 | Marketing Elective | **MKTG 4550**  
Marketing Planning | |
| Marketing Elective | Marketing Elective | **LMKTG 4983**  
Leadership & Professionalism | |
| **MKTG 4981**<sup>d</sup>  
Leadership & Professionalism | **MKTG 4982**  
Leadership & Professionalism | **MKTG 4999**<sup>c</sup>  
Marketing Assessment<sup>c</sup> | |

| Credit Hours | 15 Credit Hours | 17 Credit Hours | 13 Credit Hours | 2 Credit Hours |

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<sup>a</sup> All students are required to pass the Foundations of Marketing exam early in the first quarter of the degree program.

<sup>b</sup> Leadership & Professionalism is a series of three one-credit courses, which includes a selection of workshops and seminars.

<sup>c</sup> Marketing Assessment is a required zero-credit course that includes program assessment; you must pass to graduate.

<sup>d</sup> If no work experience, two hours of internship is required in addition to the 33 required core course hours. The internship may be taken during the school year, effectively shortening the program to nine months.

Please note: This course sequence is subject to change.
### Elective Core Professional Development

- **All students are required to pass the Foundations of Marketing exam early in the first quarter of the degree program.**

- **Leadership & Professionalism is a series of three one-credit courses, which includes a selection of workshops and seminars.**

- **Marketing Assessment is a required zero-credit course that includes program assessment; you must pass to graduate.**

- If no work experience, two hours of internship is required in addition to the 33 required core course hours. The internship may be taken during the school year, effectively shortening the program to nine months.

Please note: This course sequence is subject to change.

### PART-TIME MS MARKETING - FALL START COURSE SEQUENCE

<table>
<thead>
<tr>
<th>QUARTER 1</th>
<th>QUARTER 2</th>
<th>QUARTER 3</th>
<th>QUARTER 4</th>
<th>QUARTER 5</th>
<th>QUARTER 6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MKTG 4000</strong>&lt;sup&gt;a&lt;/sup&gt; Foundations of Marketing</td>
<td><strong>MKTG 4810</strong> Integrated Marketing Communication &lt;br&gt;prereq: MKTG 4510, 4530 or instructor permission</td>
<td><strong>MKTG 4570</strong> Digital Strategies &lt;br&gt;prereq: MKTG 4510, 4530, 4810 or instructor permission</td>
<td><strong>MKTG 4980</strong>&lt;sup&gt;b&lt;/sup&gt; Marketing Internship</td>
<td><strong>MKTG 4400</strong> Social Awareness &amp; Ethics &lt;br&gt;prereq: MKTG 4000</td>
<td>Marketing Elective</td>
</tr>
<tr>
<td><strong>MKTG 44510</strong> Consumer Behavior &lt;br&gt;prereq: MKTG 4000</td>
<td><strong>MKTG 4520</strong> Marketing Metrics &lt;br&gt;prereq: MKTG 4510, 4530</td>
<td><strong>MKTG 4550</strong> Marketing Planning &lt;br&gt;prereq: MKTG 4510, 4530, 4810 or instructor permission</td>
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<tr>
<td><strong>MKTG 4530</strong> Marketing Research &amp; Analysis &lt;br&gt;prereq: MKTG 4000</td>
<td><strong>MKTG 4982</strong> Leadership &amp; Professionalism</td>
<td><strong>MKTG 4983</strong> Leadership &amp; Professional</td>
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<tr>
<td><strong>MKTG 4981</strong>&lt;sup&gt;c&lt;/sup&gt; Leadership &amp; Professionalism</td>
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<td><strong>MKTG 4999</strong>&lt;sup&gt;c&lt;/sup&gt; Marketing Assessment</td>
</tr>
</tbody>
</table>

| 9 Credit Hours | 9 Credit Hours | 9 Credit Hours | 4-6 Credit Hours | 6 Credit Hours | 8 Credit Hours |

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