<table>
<thead>
<tr>
<th>FALL '17</th>
<th>WINTER '18</th>
<th>SPRING '18</th>
<th>SUMMER '18</th>
<th>FALL '18</th>
<th>WINTER '19</th>
</tr>
</thead>
</table>
| MKTG 4000a  
Foundations of Marketing  
prereq: MKTG 4510, 4530 or instructor permission | MKTG 4810  
Integrated Marketing Communication | MKTG 4570  
Digital Strategies  
prereq: MKTG 4510, 4530, 4810 or instructor permission | MKTG 4980c  
Marketing Internship | MKTG 4400  
Social Awareness & Ethics  
prereq: MKTG 4000 | Marketing Elective |
| MKTG 4510  
Consumer Behavior  
prereq: MKTG 4000 | MKTG 4520  
Marketing Metrics  
prereq: MKTG 4510, 4530 | MKTG 4580  
Collaborative Innovation  
prereq: MKTG 4510, 4530, 4810 or instructor permission | Marketing Elective | MKTG 4900  
Advanced Marketing Strategy | Marketing Elective |
| MKTG 4530  
Marketing Research & Analysis  
prereq: MKTG 4000 | MKTG 4998b  
Leadership & Professionalism | MKTG 4998b  
Leadership & Professionalism | | | |
| MKTG 4998b/a  
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.

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

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.

Course sequences are recommended and subject to change based on availability. Please see Graduate degree plan for degree requirements.