

| COURSE #                                   | COURSE TITLE   | PREREQUISITES                                      | CREDITS      | QUARTER | COMPLETED |
|--|--|--|--------------|---------|-----------|
| <b>Marketing Required Courses.....</b>     |  |  | <b>33-35</b> |         |           |
| MKTG 4000 <sup>1</sup>                     | Foundations of Marketing                             | MKTG 4000 or MKTG 4100                             | 0            | _____   | _____     |
| MKTG 4510                                  | Consumer Behavior                                    | MKTG 4000 or MKTG 4100                             | 4            | _____   | _____     |
| MKTG 4530                                  | Marketing Research & Analytics                       | MKTG 4000 or MKTG 4100                             | 4            | _____   | _____     |
| MKTG 4400                                  | Social Awareness and Ethics                          | MKTG 4000 or MKTG 4100                             | 2            | _____   | _____     |
| MKTG 4520                                  | Marketing Metrics                                    | MKTG 4510, 4530                                    | 4            | _____   | _____     |
| MKTG 4810                                  | Integrated Marketing Communication                   | MKTG 4510, 4530 or INP <sup>3</sup>                | 4            | _____   | _____     |
| MKTG 4570                                  | Digital Strategies                                   | MKTG 4510, 4530, 4810, or INP <sup>3</sup>         | 4            | _____   | _____     |
| MKTG 4580                                  | Collaborative Innovation                             | MKTG 4510, 4530, or INP <sup>3</sup>               | 4            | _____   | _____     |
| MKTG 4900                                  | Advanced Marketing Strategy                          | Within two quarters of graduation                  | 4            | _____   | _____     |
| MKTG 4501                                  | Client Lab I   | co-requisite with 4530                             | 1            | _____   | _____     |
| MKTG 4502                                  | Client Lab II  | co-requisite with 4570                             | 1            | _____   | _____     |
| MKTG 4503                                  | Client Lab III                                       | co-requisite with 4900                             | 1            | _____   | _____     |
| MKTG 4980                                  | Marketing Internship                                 | Waivable with Dept. Chair Permission               | 0-2          | _____   | _____     |
| MKTG 4999 <sup>2</sup>                     | Marketing Assessment                                 | Taken every quarter                                | 0            | _____   | _____     |
| <b>Marketing Elective Courses.....</b>     |  |  | <b>12</b>    |         |           |
| MKTG 4540                                  | Product & Service Innovation                         |  | 4            | _____   | _____     |
| MKTG 4550                                  | Marketing Planning                                   | Within 1 quarter of graduation or INP <sup>3</sup> | 4            | _____   | _____     |
| MKTG 4220                                  | Customer Experience Management                       |  | 4            | _____   | _____     |
| MKTG 4635                                  | International Consumer Behavior                      | MKTG 4510  | 4            | _____   | _____     |
| MKTG 4800                                  | Global IMC   | MKTG 4810 or INP <sup>3</sup>                      | 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 <sup>3</sup>                      | 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            | _____   | _____     |
| <b>Total Credits for MS-Marketing.....</b> |  |  | <b>45-47</b> |         |           |

<sup>1</sup>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.

<sup>2</sup>MKTG 4999 is a required zero-credit course, which includes a selection of workshops and seminars, along with program assessment, that you must pass to graduate. You will be advised of upcoming events that are part of this course well in advance. The events will generally be on Friday. Please register for this class in each of the quarters you are an MS MKTG student at Daniels. This class has a Canvas container in which you will find the course requirements, much like the other classes we offer.

<sup>3</sup>Students 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. Electives must be graduate (4000-level) courses.