Degree Plan

Master of Science (MS)
Marketing (MRKT)
36-39 hours

Student: ____
Student ID: ____
Email: ____
Beginning Term: ____
Goal to Graduate by: ____
Academic Advisor: ____

Program prerequisite course (3 hours)

Course	Hrs	Term	Yr	Waiver
BUSN 5000 Business*	3cr	__		---------

BUSN 5000 can also be used as an elective if not waived.

Core courses (30 hours)

Course	Hrs	Term	Yr.	Pre-requisite
MRKT 5000 Marketing (Requisite Course)*****	3cr	--		
MRKT 5610 Channels Management	3cr	--		MRKT 5000
MRKT 5720 Promotional Management	3cr	--		MRKT 5000
MRKT 5730 International Marketing	3cr	--		MRKT 5000
MRKT 5740 Management of Digital Marketing	3cr	--		MRKT 5000
MRKT 5890 Marketing Statistics OR BUSN 5760 Applied Business Statistics	3cr	--		MRKT 5000
MRKT 5850 Marketing Research	3cr	--		MRKT 5890 or BUSN 5760
MRKT 5895 Marketing Analytics	3cr	--		MRKT 5000 MRKT 5890 or BUSN 5760
MRKT 5960 Marketing Management	3cr	--		12 hours of MRKT courses with B- or better
MRKT 6000 Intergrated Studies in Marketing	3cr	--		All required Courses

***Program prerequisite and requisite courses must be completed before any other core course.**

Electives (6 hours) from the following courses

MRKT 5500 Professional Seminars	3cr	--		
MRKT 5520 Consumer Behavior	3cr	--		MRKT 5000
MRKT 5550 Sales Management	3cr	--		MRKT 5000
MRKT 5570 Marketing in Electronic Commerce	3cr	--		
MRKT 5690 Pricing Strategies	3cr	--		MRKT 5000

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MRKT 5750 Management of Social Media	3cr	--		MRKT 5000 MRKT 5740
MRKT 5790 Digital Marketing Strategy	3cr	--		MRKT 5740 MRKT 5750 MRKT 5895
MRKT 5990 Strategic Market Planning	3cr	--		MRKT 5960
MRKT 9950 Travel Course – Issues In Marketing	3cr	--		
NPLR 5020 Essentials of Marketing & Resource Development in Nonprofits	3cr	--		
ADVT 5410 Fundamentals of Branding	3cr	--		
CSIS 5420 Data Mining	3cr	--		
BUSN 6160 Integrated Business Processes and ERP	3cr	--		
MNGT 5670 Managerial Leadership	3cr	--		

Pathways

Actual schedules may vary based on start date and course availability

Full-Time Suggested Pathway w/BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
BUSN 5000	MRKT Core	MRKT Core	MRKT Core	MRKT 5895
MRKT 5000	MRTK Core	MRTK 5890	MRKT 5850	MRKT 5960

YEAR 2

Term 1
Elective
MRKT 6000

Full-Time Suggested Pathway w/o BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MRKT 5000	MRKT Core	MRKT Core	MRKT Core	MRKT 5895
Elective	MRKT Core	MRKT 5890	MRKT 5850	MRKT 5960

YEAR 2

Term 1
MRKT 6000
Elective

Part-Time Suggested Pathway w/BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
BUSN 5000	MRKT 5000	MRKT Core	MRKT Core	MRKT Core

YEAR 2

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Term 1	Term 2	Term 3	Term 4	Term 5
MRKT Core	MRKT 5890	MRKT 5850	MRKT 5895	MRKT 5960

YEAR 3

Term 1	Term 2	Term 3
MRKT 6000	Elective	Elective

Part-Time Suggested Pathway w/o BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MRKT 5000	MRKT Core	MRKT Core	MRKT Core	MRKT Core

YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
MRKT 5890	MRKT 5850	MRKT 5895	MRKT 5960	MRKT 6000

YEAR 3

Term 1	Term 2
Elective	Elective