



MS Marketing Curriculum

Credits		Summer Semester
2	MGMT 590	Communication and Persuasion (required)
2	MGMT 590	Marketing Analysis and Planning (required)
2	MGMT 620	Marketing Management (required)
2	MGMT 670	Business Analytics (required)

Credits		Fall Module 1
<ul style="list-style-type: none"> Choose at least <i>two</i> of the following <i>three</i> courses, plus elective(s) for a total of 8 credits. 		
2	MGMT 521	<i>Brand Management</i>
2	MGMT 590	<i>Digital & Social Media Marketing*</i>
2	MGMT 625	<i>Marketing Research</i>
2	--	Free or Immersion Elective

Credits		Fall Module 2
<ul style="list-style-type: none"> Choose at least <i>two</i> of the following <i>three</i> courses, plus elective(s) for a total of 8 credits. 		
2	MGMT 522	<i>New Product Development</i>
2	MGMT 525	<i>Marketing Analytics*</i>
2	MGMT 623	<i>Business Marketing*</i>
2	--	Free or Immersion Elective

Credits		Spring Module 3
3	MGMT 590	Marketing Consulting Project (required, spans modules 3 & 4)
2	MGMT 520	<i>Pricing Strategy and Analysis</i>
2	MGMT 590	<i>Data-Driven Marketing</i>
2	MGMT 590	<i>Customer Relationship Management</i>

Credits		Spring Module 4
-	MGMT 590	Marketing Consulting Project (required, spans modules 3 & 4)
2	MGMT 523	<i>Digital & Social Media Marketing*</i>
2	MGMT 525	<i>Marketing Analytics*</i>
2	MGMT 623	<i>Business Marketing*</i>

*Students can take the Marketing Analytics (MGMT 525), Business Marketing (MGMT 623), and Digital & Social Media Marketing (MGMT 590) courses either during the fall or spring semester.

*33 credit hours are required for graduation.