

Full-time MS Marketing Fall Start Course Sequence 2016 – 2018

FALL INTERTERM '16	FALL '16	WINTER '17	SPRING '17	SUMMER '17	FALL '17
MKTG 4000 ^a Foundations of Marketing	MKTG 4510 Consumer Behavior <small>prereq: MKTG 4000 or MKTG 4100</small>	MKTG 4810 Integrated Marketing Communication <small>prereq: MKTG 4510, 4530 or instructor permission</small>	MKTG 4570 Digital Strategies <small>prereq: MKTG 4510, 4530, 4810 or instructor permission</small>	MKTG 4980 ^c Marketing Internship	MKTG 4900 Advanced Marketing Strategy
	MKTG 4530 Marketing Research & Analysis <small>prereq: MKTG 4000 or MKTG 4100</small>	MKTG 4520 Marketing Metrics <small>prereq: MKTG 4510, 4530</small>	MKTG 4580 Collaborative Innovation <small>prereq: MKTG 4510, 4530, 4810 or instructor permission</small>		Marketing Elective
	MKTG 4400 Social Awareness & Ethics <small>prereq: MKTG 4000 or MKTG 4100</small>	Marketing Elective	Marketing Elective		MKTG 4503 Client Lab III
	MKTG 4501 Client Lab I	MKTG 4999 ^b Marketing Assessment	MKTG 4502 Client Lab II		MKTG 4999 ^b Marketing Assessment
	MKTG 4999 ^b Marketing Assessment		MKTG 4999 ^b Marketing Assessment		
0 Credit Hours	11 Credit Hours	12 Credit Hours	13 Credit Hours	0-2 Credit Hours	9 Credit Hours

^a 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.

^b 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.

^c Students are required to work with their faculty advisor and take a 0-2 credit internship during their MS Marketing program. This requirement is waivable with permission from the Marketing Department Chair. The internship can also be taken during another quarter. Please work with a graduate advisor on this.