

MS in Marketing Degree Plan (30 hours)

Name:	Student Number:
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Graduate Business School Policies:

- Students are expected to meet all course *PREREQUISITES* and *COREQUISITES*. A Prerequisite is a course which must be completed prior. A corequisite is a course which may be completed prior or concurrently. Prerequisites and corequisites are enforced by the registration system. Prerequisites and corequisites can be found in the course description in the student portal.
- Students must apply for graduation prior to CENSUS DATE of the last semester.
- A grade of “C” or higher is passing and required for all coursework. Cumulative GPA must be 3.0 or higher to graduate.
- This Degree Plan contains the current official course requirements and may only be modified by a Graduate Business School employee.

For questions about your degree plan or for other program assistance, please call 303-315-8110 or e-mail grad.advising@ucdenver.edu

Marketing Core (21 hours)

		Term	Grade
1.	BUSN 6560 Marketing Dynamics in the 21 st Century	FA/SP/ SU	
2.	MKTG 6010 Marketing Strategy <i>PREREQUISITE: BUSN 6560</i>	FA	
3.	MKTG 6020 Marketing Challenges at the Global Frontier <i>COREQUISITE: BUSN 6560</i>	FA	
4.	MKTG 6040 Services Marketing for Traditional and Creative Industries	SP	
5.	MKTG 6050 Marketing Research Analytics I <i>COREQUISITE: BUSN 6560 OR BANA 6610 OR BUSN 6530</i>	FA	
6.	MKTG 6060 Consumer Intelligence – Psychology and Behavior	SP	
7.	MKTG 6200 Marketing Intelligence and Metrics <i>COREQUISITE: BUSN 6560</i>	SP	

Marketing Specialization (9 hours)

Any course number 6000 or higher with MKTG prefix OR students may complete one of the following **Specializations** (Specific Specialization requirements are listed on the MS in Marketing Specialization Options Sheet):

- Marketing Intelligence and Strategy in the 21st Century (ISC)
- Brand Communication in the Digital Era (BCD)
- Advanced Market Analytics in a Big Data World (ABD)
- Global Marketing (GMK)
- High-Tech and Entrepreneurial Marketing (HTE)
- Marketing and Global Sustainability (MGS)

		Term	Grade
8.			
9.			
10.			