

MS in Marketing Specialization Options

Graduate Business School Specialization Policies:

- Students are expected to meet all course Prerequisites. Students may be eligible for prerequisite course waivers based on prior coursework. See advisor for course waiver possibilities.
- To declare or change a specialization, email grad.advising@ucdenver.edu with your name, student ID number and specialization chosen.
- The specialization selected will be documented on the final transcript, but will not be documented on the Diploma.

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

MS MARKETING SIGNATURE SPECIALIZATIONS

Advanced Market Analytics in a Big Data World (ABD)

Required:

MKTG 6090 Big Data Customer Relation Management

MKTG 6051 Market Research Analytics II

Complete 1:

Any MKTG 6000 or higher

Brand Communication in the Digital Era (BCD)

Required:

MKTG 6070 Brand Identity and Communication Strategy

MKTG 6092 Digital Media Marketing – Tools and Analytics

Complete 1:

Any MKTG 6000 or higher

Marketing Intelligence & Strategy in the 21st Century (ISC)

Required:

MKTG 6070 Brand Identity and Communication Strategy

MKTG 6090 Big Data Customer Relationship Management

Complete 1:

Any MKTG 6000 or higher

Sports and Entertainment Business (SEB):

For the Sports and Entertainment Business (SEB) specialization, please see advisor for degree plan.

MS MARKETING CROSS-OVER SPECIALIZATIONS

Global Marketing (GMK)

Required:

ENTP 6826 International Entrepreneurship

Complete 1:

INTB 6020 Cross-Cultural Management

MKTG 6830 Marketing and Global Sustainability

Complete 1:

Any MKTG 6000 or higher

Any INTB 6000 or higher

Any ENTP 6000 or higher with a global focus (with advisor approval)

High-Tech Entrepreneurial Marketing (HTE)

Required:

ENTP 6842 New Concept Development

Complete 1:

ENTP 6020 Business Model Development and Planning

ENTP 6620 New Venture Operations and Project Management

ENTP 6644 Impactful Social Innovation

ENTP 6801 Building Biotechnology

ENTP 6822 Legal and Ethical Issues of Entrepreneurship (cannot receive credits for both of ENTP 6822 and BUSN 6540)

ENTP 6826 International Entrepreneurship

Complete 1:

Any MKTG 6000 or higher

Marketing and Global Sustainability (MGS)

Required:

MKTG 6830 Marketing and Global Sustainability

Complete 1:

BUSN 6830 Business and Natural Environment

ENTP 6642 Exploring Social Entrepreneurship

BUSN 6870 Global Climate Change

MGMT 6821 Managing for Sustainability

MGMT 6822 Business Ethics and Corporate Social Responsibility

MGMT 6823 Sustainable Business Opportunity

Complete 1:

Any MKTG 6000 or higher