Marketing – Graduate Course Offerings

Tentative Schedule/Subject to Change

Course	Title	Fall Semester	Spring Semester	Summer Semester
Marketing Core Requirements				
BUSN 6560	Marketing Management in the Digital Age	Online (8A) Hybrid (8A)	Online (8A) Hybrid (8A)	Hybrid Online
MKTG 6010	Marketing Strategy		Hybrid (8A)	Online
MKTG 6020	Marketing Challenges at the Global Frontier	Online (8A) Online (8B) Hybrid (8B)		
MKTG 6040	Services Marketing for Traditional and Creative Industries		Online (8B)	
MKTG 6050	Marketing Research Analytics I	Online (8B)		
MKTG 6060	Consumer Intelligence – Psychology and Behavior		Online (8A) Hybrid (8A)	
MKTG 6200	CRM, Big Data, and Marketing Metrics		Online (8B)	
Marketing Electives				
MKTG 6051	Market Research Analytics II			
MKTG 6070	Brand Identity and Marketing Communication Strategy	Online (8B)		
MKTG 6092	Digital Media Marketing in an AI-Driven World	Online (8A)		
MKTG 6095	Advanced Social Media Marketing		Online (8A)	
MKTG 6096	Advanced Search Marketing and AI Website Optimization		Online (8B)	
MKTG 6800	Topics in Marketing		Online (8B)	
MKTG 6824	Sales and Negotiation			Online
MKTG 6826	The Sports and Entertainment Industry	Hybrid (8A)		
MKTG 6830	Marketing and Global Sustainability			Online

Session Key:

Online: Course offered asynchronously in term

Hybrid: Include 6-8 in person meetings during 8-week session; complemented with asynchronous content

8A: Course offered in first eight-week session (Term A)

8B: Course offered in second eight-week session (Term B)

16: Course offered during 16-week session (full semester)