

**MARKETING**  
**Graduate Course Offerings**  
***Tentative FALL 2025 – SUMMER 2026 Schedule***

**FALL 2025**

<b>MKTG 5939</b> - Internship (1-3 Credits)	
<b>MKTG 6020</b> - Marketing Challenges at the Global Frontier	OL TERM A / HY TERM B
<b>MKTG 6050</b> - Market Research Analytics I	OL TERM B
<b>MKTG 6070</b> - Brand Identity & Marketing Strategy	OL TERM B
<b>MKTG 6092</b> - Digital Media Marketing - Tools and Analytics	OL TERM A
<b>MKTG 6826</b> - The Sports and Entertainment Industry	HY/ZOOM TERM A
<b>BUSN 6560</b> - Marketing Dynamics in the 21 <sup>st</sup> Century	OL TERM A & IP/ZOOM TERM B

**SPRING 2026**

<b>MKTG 5939</b> - Internship (1-3 Credits)	
<b>MKTG 6010</b> - Marketing Strategy	HY TERM A
<b>MKTG 6040</b> - Services Marketing for Traditional and Creative Industries	OL TERM B
<b>MKTG 6060</b> - Consumer Intelligence--Psychology and Behavior	OL TERM A
<b>MKTG 6095</b> - Advanced Social Media Marketing	OL TERM A
<b>MKTG 6200</b> - CRM, Big Data, and Marketing Metrics	OL TERM B
<b>MKTG 6800</b> – Special Topics	OL TERM B
<b>BUSN 6560</b> - Marketing Dynamics in the 21 <sup>st</sup> Century	OL TERM A & B

**SUMMER 2026**

<b>MKTG 6010</b> - Marketing Strategy	OL
<b>MKTG 6096</b> – Advanced Search Marketing	OL
<b>MKTG 6824</b> - Sales and Negotiation	OL
<b>MKTG 6830</b> - Marketing and Global Sustainability	OL
<b>BUSN 6560</b> - Marketing Dynamics in the 21 <sup>st</sup> Century	HY/OL

<b>Legend</b>	
<b>HY</b>	Hybrid
<b>IP</b>	In Person
<b>OL</b>	Online Asynchronous
<b>ZOOM</b>	Online Synchronous via Zoom
<b>TERM A</b>	First 8 Weeks
<b>TERM B</b>	Second 8 Weeks