

# MS in Marketing

(30 credit hours)

Name: \_\_\_\_\_ Student Number: \_\_\_\_\_

## **Graduate Business School Policies:**

- A grade of “C” or higher is passing and required for all coursework. Cumulative GPA must be 3.0 or higher to graduate.
- Prerequisite (“prereq”) = must be completed prior to boldface course.  
Corequisite (“coreq”) = must be completed prior to or during same semester as boldface course.
- Track your progress with the online Degree Audit tool. For questions about your degree plan or for other program assistance, please call 303-315-8110 or email [grad.advising@ucdenver.edu](mailto:grad.advising@ucdenver.edu).

## **Marketing Core** (21 credit hours)

1. **BUSN 6560** Marketing Management in the Digital Age \_\_\_\_\_
2. **MKTG 6010** Marketing Strategy (prereq: BUSN 6560) \_\_\_\_\_
3. **MKTG 6020** Marketing Challenges at the Global Frontier \_\_\_\_\_
4. **MKTG 6040** Services Marketing for Traditional and Creative Industries \_\_\_\_\_  
(coreq: BUSN 6560)
5. **MKTG 6050** Marketing Research Analytics I \_\_\_\_\_  
(coreq: BUSN 6560 or BUSN 6530 or BANA 6610)
6. **MKTG 6060** Consumer Intelligence – Psychology and Behavior \_\_\_\_\_  
(coreq: BUSN 6560)
7. **MKTG 6200** CRM, Big Data, and Marketing Metrics (coreq: BUSN 6560) \_\_\_\_\_

## **Marketing Electives or Specialization** (9 credit hours)

- Any **MKTG** courses numbered 6000 or higher.
- May choose to use electives toward an optional specialization. Specializations appear on the transcript but not the diploma. Find specific requirements on the Marketing specialization sheet.

8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## MS in Marketing Specialization Options

### Graduate Business School Specialization Policies:

- Specialization courses may be offered only once per year; hence, careful planning is required to complete a specialization.
- Students are responsible for knowing and meeting course prerequisites. Please see the course description in UCDAccess or the University catalog for prerequisite information. If you would like to petition to waive a prerequisite based on prior coursework, consult a graduate business advisor.
- Once the degree is completed, a declared specialization will appear on the transcript but not the diploma.
- ENTP courses may charge different tuition rates. These courses are not eligible for the CU Employee Tuition Assistance Benefit (TAB).
- Contact a graduate business advisor at [grad.advising@ucdenver.edu](mailto:grad.advising@ucdenver.edu) with any questions, or to declare or change a specialization.

### MS MARKETING SIGNATURE SPECIALIZATIONS

#### Advanced Market Analytics in a Big Data World (ABD)

Complete 3 of the following:

- **BANA 6620** Computing and AI for Business Analytics
- **BANA 6780** AI for Business
- **MKTG 6051** Market Research Analytics II
- **MKTG 6070** Brand Identity and Marketing Communication Strategy
- **MKTG 6092** Digital Media Marketing in an AI-Driven World
- **MKTG 6096** Advanced Search Marketing and AI Website Optimization
- **MKTG 6800** Topics in Marketing

#### Brand Communication in the Digital Era (BCD)

Required course:

- **MKTG 6070** Brand Identity and Marketing Communication Strategy

Complete 2 of the following:

- **MKTG 6092** Digital Media Marketing in an AI-Driven World
- **MKTG 6093** Hot Topics in Digital Marketing
- **MKTG 6095** Advanced Social Media Marketing
- **MKTG 6824** Sales and Negotiation

#### Marketing Intelligence and Strategy (MIS)

Complete 3 of the following:

- **MKTG 6070** Brand Identity and Marketing Communication Strategy
- **MKTG 6092** Digital Media Marketing in an AI-Driven World
- **MKTG 6095** Advanced Social Media Marketing
- **MKTG 6800** Topics in Marketing
- **MKTG 6824** Sales and Negotiation
- **MKTG 6826** The Sports and Entertainment Industry
- **MKTG 6830** Marketing and Global Sustainability
- **MKTG 6834** London Calling: Global Sports and Entertainment Management

### MS MARKETING CROSS-OVER SPECIALIZATIONS

#### Global Marketing (GMK)

Required course:

- **ENTP 6826** International Entrepreneurship

Complete 1 of the following

*MKTG with a Global Perspective Electives:*

- **MKTG 6070** Brand Identity and Marketing Communication Strategy
- **MKTG 6830** Marketing and Global Sustainability
- **MKTG 6834** London Calling: Global Sports and Entertainment Management

Complete 1 of the following *International Business Electives:*

- Any approved elective from the Global Marketing list
- Any approved **ENTP 6\*\*\*** course with a global focus

#### High-Tech/Entrepreneurial Marketing (HTE)

Required course:

- **ENTP 6842** Fundamentals of Idea Feasibility

Complete 1 of the following *HTE Electives:*

- **ENTP 6020** Strategizing the Startup Prelaunch
- **ENTP 6620** New Venture Operations and Project Management
- **ENTP 6826** International Entrepreneurship

Choose 1 of the following:

- Any **MKTG 6\*\*\*** course, excluding core courses.

#### Marketing and Global Sustainability (MGS)

Required course:

- **MKTG 6830** Marketing and Global Sustainability

Complete 2 of the following *MGS Electives:\*\**

- **MGMT 6823** The Sustainable Business Opportunity
- **SUSB 6821** Managing for Sustainability
- **SUSB 6825** Transformative Leadership for Sustainability

*\*\*OR complete 1 MGS Elective from above and 1 MKTG Elective*