

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.

Marketing Core (21 credit hours)

1. **BUSN 6560** Marketing Dynamics in the 21st Century _____
2. **MKTG 6010** Marketing Strategy (prereq: BUSN 6560) _____
3. **MKTG 6020** Marketing Challenges at the Global Frontier (coreq: BUSN 6560) _____
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.
- Contact a graduate business advisor at grad.advising@ucdenver.edu with any questions, or to declare or change a specialization.
- Once the degree is completed, a declared specialization will appear on the transcript but not the diploma.

MS MARKETING SIGNATURE SPECIALIZATIONS

Advanced Market Analytics in a Big Data World (ABD)

Complete 3 of the following:

- **BANA 6620** Computing for Business Analytics
- **MKTG 6051** Market Research Analytics II
- **MKTG 6070** Brand Identity & Marketing Communication Strategy
- **MKTG 6092** Digital Media Marketing – Tools and Analytics
- **MKTG 6096** Advanced Search Marketing
- **MKTG 6800** Topics in Marketing

**By petition, requires committee approval.*

Brand Communication in the Digital Era (BCD)

Required course:

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

Complete 2 of the following:

- **MKTG 6092** Digital Media Marketing – Tools and Analytics
- **MKTG 6093** Hot Topics in Digital Marketing
- **MKTG 6095** Advanced Social Media Marketing

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

Complete 3 of the following:

- **MKTG 6070** Brand Identity & Marketing Communication Strategy
- **MKTG 6092** Digital Media Marketing – Tools and Analytics
- **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 & 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** Idea Validation and Concept Development

Complete 1 of the following HTE Electives:

- **ENTP 6020** Business Model Development and Planning
- **ENTP 6620** New Venture Operations and Project Management
- **ENTP 6801** Healthcare Innovation and Entrepreneurship
- **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*