

MS in Marketing – Sports and Entertainment Business Specialization

Degree Plan (30 hours)

Name:	Student Number:
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Graduate Business School Policies:

- Students are expected to meet all course *PREREQUISITES* and *COREQUISITES*. A Prerequisite is a course which must be completed prior. A corequisite is a course which may be completed prior or concurrently. Prerequisites and corequisites are enforced by the registration system. Prerequisites and corequisites can be found in the course description in the student portal.
- Students must apply for graduation prior to CENSUS DATE of the last semester.
- A grade of “C” or higher is passing and required for all coursework. Cumulative GPA must be 3.0 or higher to graduate.
- This Degree Plan contains the current official course requirements and may only be modified by a Graduate Business School employee.

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

Business Applications in Sports and Entertainment (15 hours)

		Term*	Grade
1.	MKTG 6820 Sports and Entertainment Marketing	SP	

Choose four courses from the following:

- MKTG 6826** The Sports and Entertainment Industry (FA)
- MKTG 6822** “Fan”tastical Consumers of American Sports and Entertainment (Coreq: BUSN 6560)
- MKTG 6040** Services Marketing for Traditional and Creative Industries (SP)
- MKTG 6824** Sales and Negotiation for Consumer, Services, Sports and Entertainment Industries (Coreq: BUSN 6560)
- MKTG 5939** Internship in Sports and Entertainment (by petition)
- MKTG 6834** Sports and Entertainment Travel Study (e.g. London Calling)

		Term	Grade
2.			
3.			
4.			
5.			

Business Skills for Sports and Entertainment Managers (12 hours)

		Term	Grade
6.	BUSN 6560 Marketing Dynamics in the 21 st Century	FA/SP/ SU	

Choose three courses from the following:

- MKTG 6010** Marketing Strategy (FA) (Prereq: BUSN 6560)
- MKTG 6050** Market Research Analytics I (FA) (Coreq: BUSN 6560)
- MKTG 6060** Consumer Intelligence – Psychology and Behavior (SP)
- MKTG 6070** Brand Identity and Marketing Communications Strategy (FA) (Coreq: BUSN 6560)
- MKTG 6090** Big Data Customer Relationship Management (Coreq: BUSN 6560)
- MKTG 6092** Digital Media (SP)
- MKTG 6200** Marketing Intelligence and Metrics (SP) (Coreq: BUSN 6560)
- MKTG 6800** Special Topics in Sports and Entertainment Industries

		Term	Grade
7.			
8.			
9.			

Marketing Elective (3 hours)

Select any course number 6000 or higher with MKTG prefix.

10.			
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*Listed Terms Subject to Change