

MS in Marketing 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

Marketing Core (21 hours)

		Term	Grade
1.	BUSN 6560 Marketing Dynamics in the 21 st Century		
2.	MKTG 6010 Marketing Strategy <i>PREREQUISITE: BUSN 6560</i>		
3.	MKTG 6020 Marketing Challenges at the Global Frontier <i>COREQUISITE: BUSN 6560</i>		
4.	MKTG 6040 Services Marketing for Traditional and Creative Industries		
5.	MKTG 6050 Marketing Research Analytics I <i>COREQUISITE: BUSN 6560 OR BANA 6610 OR BUSN 6530</i>		
6.	MKTG 6060 Consumer Intelligence – Psychology and Behavior		
7.	MKTG 6200 CRM, Big Data, & Marketing Metrics <i>COREQUISITE: BUSN 6560</i>		

Marketing Specialization (9 hours)

Any course number 6000 or higher with MKTG prefix OR students may complete one of the following **Specializations** (Specific Specialization requirements are listed on the MS in Marketing Specialization Options Sheet):

- Marketing Intelligence and Strategy in the 21st Century (ISC)
- Brand Communication in the Digital Era (BCD)
- Advanced Market Analytics in a Big Data World (ABD)
- Global Marketing (GMK)
- High-Tech and Entrepreneurial Marketing (HTE)
- Marketing and Global Sustainability (MGS)

		Term	Grade
8.			
9.			
10.			

MS in Marketing Specialization Options

Graduate Business School Specialization Policies:

- Students are expected to meet all course Prerequisites. Students may be eligible for prerequisite course waivers based on prior coursework. See advisor for course waiver possibilities.
- To declare or change a specialization, email grad.advising@ucdenver.edu with your name, student ID number and specialization chosen.
- The specialization selected will be documented on the final transcript, but will not be documented on the Diploma.

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MS MARKETING SIGNATURE SPECIALIZATIONS

Advanced Market Analytics in a Big Data World (ABD)

Required:

MKTG 6051 Market Research Analytics II

Choose 2:

Any MKTG 6000 or higher, excluding core courses

Brand Communication in the Digital Era (BCD)

Required:

MKTG 6070 Brand Identity & Marketing Communications

Choose 2:

MKTG 6092 Digital Media – Tools and Analytics

MKTG 6093 Digital Marketing

MKTG 6800 Special Topics

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

Required:

MKTG 6070 Brand Identity and Communication Strategy

Choose 2:

Any MKTG 6000 or higher, excluding core courses

Sports and Entertainment Business (SEB):

For the Sports and Entertainment Business (SEB) specialization, please see advisor for degree plan.

MS MARKETING CROSS-OVER SPECIALIZATIONS

Global Marketing (GMK)

Required:

ENTP 6826 International Entrepreneurship

Complete 1:

INTB 6020 Cross-Cultural Management

MKTG 6830 Marketing and Global Sustainability

Complete 1:

Any MKTG 6000 or higher, excluding core courses

Any INTB 6000 or higher

Any ENTP 6000 or higher with a global focus (with advisor approval)

High-Tech Entrepreneurial Marketing (HTE)

Required:

ENTP 6842 New Concept Development

Complete 1:

ENTP 6020 Business Model Development and Planning

ENTP 6620 New Venture Operations and Project Management

ENTP 6644 Impactful Social Innovation

ENTP 6801 Building Biotechnology

ENTP 6822 Legal and Ethical Issues of Entrepreneurship (cannot receive credits for both of ENTP 6822 and BUSN 6540)

ENTP 6826 International Entrepreneurship

Complete 1:

Any MKTG 6000 or higher, excluding core courses

Marketing and Global Sustainability (MGS)

Required:

MKTG 6830 Marketing and Global Sustainability

Complete 1:

MGMT 6826 Business and Natural Environment

ENTP 6642 Exploring Social Entrepreneurship

MGMT 6827 Global Climate Change

MGMT 6821 Managing for Sustainability

MGMT 6822 Business Ethics and Corporate Social Responsibility

MGMT 6823 Sustainable Business Opportunity

MGMT 6825 Sustainable Change Leadership: Turning Business in to a Force for Good

Complete 1:

Any MKTG 6000 or higher