**MS in Marketing** Degree Plan (30 hours)

Name:  
Student Number:  

**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)

<table>
<thead>
<tr>
<th>Term</th>
<th>Grade</th>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td>BUSN 6560</td>
<td>Marketing Dynamics in the 21st Century</td>
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<td>2.</td>
<td></td>
<td>MKTG 6010</td>
<td>Marketing Strategy</td>
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<td></td>
<td></td>
<td><strong>PREREQUISITE</strong>: BUSN 6560</td>
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<td>3.</td>
<td></td>
<td>MKTG 6020</td>
<td>Marketing Challenges at the Global Frontier</td>
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<td><strong>COREQUISITE</strong>: BUSN 6560</td>
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<td>4.</td>
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<td>MKTG 6040</td>
<td>Services Marketing for Traditional and Creative Industries</td>
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<td><strong>COREQUISITE</strong>: BUSN 6560</td>
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<td>5.</td>
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<td>MKTG 6050</td>
<td>Marketing Research Analytics I</td>
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<td><strong>COREQUISITE</strong>: BUSN 6560 OR BANA 6610 OR BUSN 6530</td>
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<td>6.</td>
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<td>MKTG 6060</td>
<td>Consumer Intelligence – Psychology and Behavior</td>
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<td><strong>COREQUISITE</strong>: BUSN 6560</td>
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<td>7.</td>
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<td>MKTG 6200</td>
<td>CRM, Big Data, &amp; Marketing Metrics</td>
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**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):
- Advanced Market Analytics in a Big Data World (ABD)
- Brand Communication in the Digital Era (BCD)
- Marketing Intelligence and Strategy in the 21st Century (ISC)
- Sports and Entertainment Business (SEB)
- Global Marketing (GMK)
- High-Tech and Entrepreneurial Marketing (HTE)
- Marketing and Global Sustainability (MGS)

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<th>Term</th>
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<td>9.</td>
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<td>10.</td>
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</table>
**MS in Marketing** Specialization Options

<table>
<thead>
<tr>
<th>Graduate Business School Specialization Policies:</th>
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</thead>
<tbody>
<tr>
<td>• 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.</td>
</tr>
<tr>
<td>• To declare or change a specialization, email <a href="mailto:grad.advising@ucdenver.edu">grad.advising@ucdenver.edu</a> with your name, student ID number and specialization chosen.</td>
</tr>
<tr>
<td>• The specialization selected will be documented on the final transcript, but will not be documented on the Diploma.</td>
</tr>
</tbody>
</table>

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### MS MARKETING SIGNATURE SPECIALIZATIONS

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

**Complete 1: Advanced Analytics Electives**
- MKTG 6051 Market Research Analytics II*
  - *By petition, requires committee approval.*
- BANA 6620 Computing for Business Analytics

**Complete 1: Quantitative Analytics Electives**
- MKTG 6092 Digital Media Marketing – Tools and Analytics
- MKTG 6800 Special Topics: Social Media Marketing

**Complete 1: Qualitative Analytics Electives**
- MKTG 6070 Brand Identity & Marketing Communications Strategy
- MKTG 6822 “Fan”tastical Consumers of American Sports and Entertainment

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

**Required:**
- MKTG 6070 Brand Identity & Marketing Communications Strategy

**Choose 2: Digital Marketing Electives**
- MKTG 6092 Digital Media Marketing – Tools and Analytics
- MKTG 6093 Hot Topics in Digital Marketing
- MKTG 6800 Special Topics: Social Media Marketing

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

**Required:**
- MKTG 6070 Brand Identity & Marketing Communications Strategy

**Complete 1: Digital Intelligence/Strategy Electives**
- MKTG 6092 Digital Media Marketing – Tools and Analytics
- MKTG 6093 Hot Topics in Digital Marketing
- MKTG 6800 Special Topics: Social Media Marketing

**Complete 1: Industry Intelligence/Strategy Electives**
- MKTG 6820 Sports & Entertainment Marketing
- MKTG 6826 Sports & Entertainment Industry
- MKTG 6830 Marketing & Global Sustainability

#### Sports and Entertainment Business (SEB):**

**Required:**
- MKTG 6820 Sports & Entertainment Marketing

**Complete 2:**
- MKTG 6822 “Fan”tastical Consumers of American Sports and Entertainment
- MKTG 6824 Sales & Negotiation for Consumer, Services, Sports, and Entertainment Industries
- MKTG 6826 Sports & Entertainment Industry
- MKTG 6834 Global Sports & Entertainment Management

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### MS MARKETING CROSS-OVER SPECIALIZATIONS

#### Global Marketing (GMK)

**Complete 1: International Management Electives**
- INTR 6020 Cross-Cultural Management
- ENTP 6826 International Entrepreneurship

**Complete 1: MKTG with a Global Perspective Electives**
- MKTG 6070 Brand Identity & Communications Strategy
- MKTG 6830 Marketing and Global Sustainability
- MKTG 6834 Global Sports & Entertainment Management

**Complete 1: International Business Electives**
- Any approved elective from the Global Marketing list
- Any approved ENTP 6000 or higher with a global focus

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

**Required:**
- ENTP 6842 New Concept Development

**Complete 1: HTE Electives**
- ENTP 6820 Business Model Development and Planning
- ENTP 6830 New Venture Operations and Project Management
- ENTP 6844 Impactful Social Innovation
- ENTP 6851 Healthcare Innovation and Entrepreneurship
- 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 2 MGS electives below**
- ENTP 6642 Exploring Social Entrepreneurship
- MGMT 6821 Managing for Sustainability
- MGMT 6825 Turning Business into a Force for Good
- MGMT 6823 Sustainable Business Opportunity

*OR Complete 1 MGS elective from above and 1 MKTG elective

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