Master of Science in Marketing  
(36 credit hours)  

Core Courses  
(15 credit hours)  
MKT 6301  Marketing Management  
OPRE 6301 Statistics and Data Analysis  
MKT 6309 Marketing Research  
MKT 6310 Consumer Behavior  
MKT 6339 Capstone Decision Making (SR)  
or  MKT 6350 Competitive Marketing Strategy (FA)  

Advertising & Branding  
(12 hours of core courses and 9 hours of guided electives)  
Business Development & Sales  
(12 hours of core courses and 9 hours of guided electives)  
Digital Advertising & Marketing  
(12 hours of core courses and 9 hours of guided electives)  
Marketing Analytics & Customer Insights  
(9 hours of core courses and 12 hours of guided electives)  
Product Management  
(12 hours of core courses and 9 hours of guided electives)  
Marketing Management  
21 hours from a select list of courses (of which at least 9 hours must be from the Marketing area and have a MKT prefix in the course number)  

Effective Fall 2017
<table>
<thead>
<tr>
<th>Advertising &amp; Branding</th>
<th>Business Development &amp; Sales</th>
<th>Digital Advertising &amp; Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The following 4 courses (12 credit hours):</strong></td>
<td><strong>The following 4 courses (12 credit hours):</strong></td>
<td><strong>The following 5 courses (15 credit hours):</strong></td>
</tr>
<tr>
<td>MKT 6321 Interactive &amp; Digital Marketing</td>
<td>MKT 6311 Building &amp; Managing Professional Sales Organizations</td>
<td>MKT 6321 Interactive &amp; Digital Marketing</td>
</tr>
<tr>
<td>MKT 6330 Brand Management</td>
<td>MKT 6334 Digital Sales Strategy</td>
<td>MKT 6334 Digital Sales Strategy</td>
</tr>
<tr>
<td>MKT 6332 Advertising &amp; Promotional Strategy</td>
<td>MKT 6382 (ENT 6382) Professional Selling I</td>
<td>MKT 6341 Campaign Management Lab</td>
</tr>
<tr>
<td>MKT 6343 Social Media Marketing and Insights</td>
<td>MKT 6383 Professional Selling II</td>
<td>MKT 6352 Marketing Web Analytics and Insights</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plus 9 credit hours from the following list:</th>
<th>Plus 9 credit hours from the following list</th>
<th>Plus 6 credit hours from the following list:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 6323 Database Marketing</td>
<td>MKT 6321 Interactive and Digital Marketing</td>
<td>MKT 6323 Database Marketing</td>
</tr>
<tr>
<td>MKT 6335 Advertising Research</td>
<td>MKT 6323 Database Marketing</td>
<td>MKT 6332 Advertising &amp; Promotional Strategy</td>
</tr>
<tr>
<td>MKT 6340 Marketing Projects Lab</td>
<td>MKT 6333 Channels of Distribution and Retailing</td>
<td>MKT 6335 Advertising Research</td>
</tr>
<tr>
<td>MKT 6341 Campaign Management Lab</td>
<td>MKT 6338 Enterprise Systems and CRM</td>
<td>MKT 6338 Enterprise Systems and CRM</td>
</tr>
<tr>
<td>MKT 6342 Marketing Customer Insights Development</td>
<td>MKT 6341 Campaign Management Lab</td>
<td>MKT 6340 Marketing Projects Lab</td>
</tr>
<tr>
<td>MKT 6343 Social Media Marketing &amp; Insights</td>
<td>MKT 6342 Marketing Customer Insights Development</td>
<td>MKT 6342 Marketing Customer Insights Development</td>
</tr>
<tr>
<td>MKT 6350 Competitive Marketing Strategy</td>
<td>MKT 6V98 Marketing Internship (1-3 credit hours)</td>
<td>MKT 6343 Social Media Marketing &amp; Insights</td>
</tr>
<tr>
<td>MKT 6365 Marketing Digital Lab</td>
<td>OB 6332 Negotiation and Dispute Resolution</td>
<td>MKT 6V98 Marketing Internship (1-3 credit hours)</td>
</tr>
<tr>
<td>MKT 6V98 Marketing Internship (1-3 credit hours)</td>
<td></td>
<td>IMS 6314 Global eBusiness Marketing</td>
</tr>
<tr>
<td>MIS 6344 Web Analytics</td>
<td></td>
<td>MIS 6344 Web Analytics</td>
</tr>
<tr>
<td>MIS 6373 Social Media and Business</td>
<td></td>
<td>MIS 6373 Social Media and Business</td>
</tr>
</tbody>
</table>
### Marketing Analytics & Customer Insights

**The following 3 courses (9 credit hours):**  
- MKT 6323 Database Marketing  
- OPRE 6332 Spreadsheet Modeling and Analytics  
- MIS 6324 Business Analytics with SAS  

**The following 3 courses (9 credit hours):**  
- MKT 6329 New Product Development  
- MKT 6330 Brand Management  
- MKT 6336 Pricing Analytics  

**Plus 12 credit hours from the following list:**  
- MKT 6337 Predictive Analytics using SAS  
- MKT 6340 Marketing Projects Lab  
- MKT 6362 Marketing Models  
- MKT 6V98 Marketing Internship (1-3 credits)  
- BUAN 6390 Analytics Practicum  
- MECO 6312 Applied Econometrics-Time Series  
- MIS 6309 Business Data Warehousing (with SAP)  
- MIS 6320 Database Foundations  
- MIS 6334 Advanced Business Analytics w/ SAS  
- MIS 6356 Business Analytics with R  
- MIS 6380 Data Visualization  
- OPRE 6398 Prescriptive Analytics  

### Product Management

**The following 3 courses (9 credit hours):**  
- ENTP 6360 Startup Launch I  
- ENTP 6370 Innovation and Entrepreneurship  
- ENTP 6375 Technology and New Product Development  
- ENTP 6388 Managing Innovation within the Corporation  
- ENTP 6390 Business Model Innovation  
- IMS 6310 International Marketing  
- MIS 6360 Agile Project Management  
- MKT 6331 Building & Managing Prof. Sales Org  
- MKT 6332 Advertising & Promotional Strategy  
- MKT 6334 Digital Sales Strategy  
- MKT 6340 Marketing Projects Lab  
- MKT 6341 Campaign Management Lab  
- MKT 6342 Marketing Customer Insights Development  
- MKT 6350 Competitive Marketing Strategy  
- MKT 6362 Marketing Models  
- MKT 6380 Market Entry Strategies  
- MKT 6V98 Marketing Internship (1-3 credit hours)  
- OPRE 6362 Project Management in Engineering and Operations  

**Plus 12 credit hours from the following list:**  
- ENTP 6360 Startup Launch I  
- ENTP 6370 Innovation and Entrepreneurship  
- ENTP 6375 Technology and New Product Development  
- ENTP 6388 Managing Innovation within the Corporation  
- ENTP 6390 Business Model Innovation  
- IMS 6310 International Marketing  
- MIS 6360 Agile Project Management  
- MKT 6331 Building & Managing Prof. Sales Org  
- MKT 6332 Advertising & Promotional Strategy  
- MKT 6334 Digital Sales Strategy  
- MKT 6340 Marketing Projects Lab  
- MKT 6341 Campaign Management Lab  
- MKT 6342 Marketing Customer Insights Development  
- MKT 6350 Competitive Marketing Strategy  
- MKT 6362 Marketing Models  
- MKT 6380 Market Entry Strategies  
- MKT 6V98 Marketing Internship (1-3 credit hours)  
- OPRE 6362 Project Management in Engineering and Operations  

### Marketing Management

**No track core courses.**  
Complete 21 credit hours by taking at least 9 credit hours from courses with a MKT prefix. You may if you choose take the remaining 9 credit hours from the following list of non-MKT courses:

- ACCT 6301 Financial Accounting (or ACCT 6305) (dual MS MKT-MBA only)  
- BPS 6360 Management & Org. Consulting  
- BUAN 6390 Analytics Practicum  
- ENTP 6360 Startup Launch I  
- ENTP 6370 Innovation and Entrepreneurship  
- ENTP 6375 Technology and New Product Development  
- ENTP 6388 Managing Innovation within the Corporation  
- ENTP 6390 Business Model Innovation  
- ENTP 6390 Business Model Innovation  
- ENTP 6390 Business Model Innovation  
- FIN 6301 Financial Mgt.(dual MS MKT-MBA only)  
- IMS 6310 International Marketing  
- IMS 6314 Global e-Business Marketing  
- IMS 6360 International Strategic Management  
- MECO 6312 Applied Econometrics and Time Series  
- MIS 6302 Managing Digital Strategy  
- MIS 6309 Business Data Warehousing  
- MIS 6320 Database Foundation  
- MIS 6324 Business Analytics with SAS  
- MIS 6334 Advanced Business Analytics with SAS  
- MIS 6344 Web Analytics  
- MIS 6356 Business Analytics with R  
- MIS 6360 Agile Project Management  
- MIS 6372 IT Services Management  
- MIS 6373 Social Media and Business  
- MIS 6380 Data Visualization  
- OB 6301 Organizational Behavior (dual MS-MBA only)  
- OB 6332 Negotiation and Dispute Resolution  
- OPRE 6332 Spreadsheet Modeling and Analytics  
- OPRE 6362 Project Management in Engineering & Ops.  
- OPRE 6398 Prescriptive Analytics