

Marketing (graduate program)

Condensed (fast track) Degree Plans¹²

Start Fall 1 (minimum duration 7 terms)

	Fall 1	Fall 2	Spring 1	Spring 2	Summer
Year 1	<i>BUSN 5760 Statistics</i> <i>MRKT 5000 Marketing</i>	<i>MRKT 5720 Promotional Management</i> <i>MRKT 5730 International Marketing</i>	<i>MRKT 5740 Management of Digital Marketing</i> <i>MRKT 5610 Marketing Channel Management</i>	<i>MRKT 5850 Marketing Research</i> <i>MRKT 5895 Marketing Analytics</i>	<i>MRKT 5800 Sales Management (elective)</i> <i>MRKT 5960 Marketing Management</i>
Year 2	<i>MRKT 6250 Master Thesis</i>	<i>MRKT 6250 Master Thesis</i>			

¹ The degree plans show the degree progression using mainly on-campus course offerings based on course prerequisites. Online courses could be scheduled as well. It is possible to take at most 25% of total credit hours in the online format (in absence of credit transfers) depending on the online course offerings. Contact the academic advisor for details in case of further explanation.

² It is assumed that a student has completed or does not need to complete degree prerequisites.

Start Fall 2 (minimum duration 11 terms)

	Fall 1	Fall 2	Spring 1	Spring 2	Summer
Year 1		MRKT 5000 Marketing (online only)	BUSN 5760 Statistics MRKT 5610 Marketing Channel Management	MRKT 5850 Marketing Research	MRKT 5800 Sales Management (elective)
Year 2		MRKT 5720 Promotional Management MRKT 5730 International Marketing	MRKT 5740 Management of Digital Marketing	MRKT 5895 Marketing Analytics	MRKT 5960 Marketing Management
Year 3	MRKT 6250 Master Thesis	MRKT 6250 Master Thesis			

Start Spring 1 (minimum duration 10 terms)

	Fall 1	Fall 2	Spring 1	Spring 2	Summer
Year 1			BUSN 5760 Statistics MRKT 5000 Marketing	MRKT 5850 Marketing Research	MRKT 5800 Sales Management (elective)
Year 2		MRKT 5720 Promotional Management MRKT 5730 International Marketing	MRKT 5740 Management of Digital Marketing MRKT 5610 Marketing Channel Management	MRKT 5895 Marketing Analytics	MRKT 5960 Marketing Management
Year 3	MRKT 6250 Master Thesis	MRKT 6250 Master Thesis			

Start Spring 2 (minimum duration 9 terms)

	Fall 1	Fall 2	Spring 1	Spring 2	Summer
Year 1				MRKT 5000 Marketing (online only)	MRKT 5800 Sales Management (elective)
Year 2	BUSN 5760 Statistics	MRKT 5720 Promotional Management MRKT 5730 International Marketing	MRKT 5740 Management of Digital Marketing MRKT 5610 Marketing Channel Management	MRKT 5895 Marketing Analytics MRKT 5850 Marketing Research	MRKT 5960 Marketing Management
Year 3	MRKT 6250 Master Thesis	MRKT 6250 Master Thesis			

Start Summer (minimum duration 8 terms)

	Fall 1	Fall 2	Spring 1	Spring 2	Summer
Year 1					MRKT 5000 Marketing (online only)
Year 2	BUSN 5760 Statistics	MRKT 5720 Promotional Management MRKT 5730 International Marketing	MRKT 5740 Management of Digital Marketing MRKT 5610 Marketing Channel Management	MRKT 5895 Marketing Analytics MRKT 5850 Marketing Research	MRKT 5960 Marketing Management MRKT 5800 Sales Management (elective)
Year 3	MRKT 6250 Master Thesis	MRKT 6250 Master Thesis			

Part time degree plans

Start Fall 1 (minimum duration 17 terms)

	Fall 1	Fall 2	Spring 1	Spring 2	Summer
Year 1	MRKT 5000 Marketing	MRKT 5720 Promotional Management	MRKT 5610 Marketing Channel Management		MRKT 5800 Sales Management (elective)
Year 2	BUSN 5760 Statistics	MRKT 5730 International Marketing	MRKT 5740 Management of Digital Marketing	MRKT 5850 Marketing Research	
Year 3				MRKT 5895 Marketing Analytics	MRKT 5960 Marketing Management
Year 4	MRKT 6250 Master Thesis	MRKT 6250 Master Thesis			

Start Fall 2 (minimum duration 16 terms)

	Fall 1	Fall 2	Spring 1	Spring 2	Summer
Year 1		MRKT 5000 Marketing (online only)	MRKT 5610 Marketing Channel Management		MRKT 5800 Sales Management (elective)
Year 2	BUSN 5760 Statistics	MRKT 5720 Promotional Management	MRKT 5740 Management of Digital Marketing	MRKT 5850 Marketing Research	
Year 3		MRKT 5730 International Marketing		MRKT 5895 Marketing Analytics	MRKT 5960 Marketing Management
Year 4	MRKT 6250 Master Thesis	MRKT 6250 Master Thesis			

Start Spring 1 (minimum duration 15 terms)

	Fall 1	Fall 2	Spring 1	Spring 2	Summer
Year 1			MRKT 5000 Marketing		MRKT 5800 Sales Management (elective)
Year 2	BUSN 5760 Statistics	MRKT 5720 Promotional Management	MRKT 5610 Marketing Channel Management	MRKT 5850 Marketing Research	
Year 3		MRKT 5730 International Marketing	MRKT 5740 Management of Digital Marketing	MRKT 5895 Marketing Analytics	MRKT 5960 Marketing Management
Year 4	MRKT 6250 Master Thesis	MRKT 6250 Master Thesis			

Start Spring 2 (minimum duration 14 terms)

	Fall 1	Fall 2	Spring 1	Spring 2	Summer
Year 1				MRKT 5000 Marketing (online only)	MRKT 5800 Sales Management (elective)
Year 2	BUSN 5760 Statistics	MRKT 5720 Promotional Management	MRKT 5610 Marketing Channel Management	MRKT 5850 Marketing Research	
Year 3		MRKT 5730 International Marketing	MRKT 5740 Management of Digital Marketing	MRKT 5895 Marketing Analytics	MRKT 5960 Marketing Management
Year 4	MRKT 6250 Master Thesis	MRKT 6250 Master Thesis			

Start Summer (minimum duration 13 terms)

	Fall 1	Fall 2	Spring 1	Spring 2	Summer
Year 1					MRKT 5000 Marketing <i>(online only)</i>
Year 2	BUSN 5760 Statistics	MRKT 5720 Promotional Management	MRKT 5610 Marketing Channel Management	MRKT 5850 Marketing Research	MRKT 5800 Sales Management <i>(elective)</i>
Year 3		MRKT 5730 International Marketing	MRKT 5740 Management of Digital Marketing	MRKT 5895 Marketing Analytics	MRKT 5960 Marketing Management
Year 4	MRKT 6250 Master Thesis	MRKT 6250 Master Thesis			