

MARKETING REQUIREMENTS (MS)

The Masters of Science (M.S.) in Marketing is designed for both professionals and recent college graduates who aspire to advance their careers in marketing. The M.S. in Marketing will provide students with knowledge about various aspects of marketing, emphasizing critical thinking and analysis of complex marketing problems, developing effective marketing strategies and tactics appropriate to the environmental context, and leveraging consumer insights and artificial intelligence for digital marketing and other data-driven marketing touchpoints in a global marketplace.

Degree Requirements

1. Complete all M.S. Marketing Required Courses and 10 credits from the Elective Courses.
2. Complete a Capstone Project in MARKETNG 770 (note: this course must be taken after completing 18 program credits).
3. Students need a grade point average of at least 3.00 in marketing courses, in courses prescribed for the program, and overall graduate work undertaken. Grades earned outside the program cannot be used to adjust the program grade point average.

Code	Title	Units
Required Courses		
MARKETNG 747	MARKETING STRATEGY	2
MARKETNG 751	CONSUMER INSIGHT & CUSTOMER EXPERIENCE	3
MARKETNG 761	INTERNATIONAL MARKETING	3
MARKETNG 767	ENTREPRENEURIAL MARKETING STRATEGY	3
MARKETNG 770	BRAND MANAGEMENT	3
MARKETNG 772	DIGITAL MARKETING	3
MARKETNG 777	ARTIFICIAL INTELLIGENCE IN MARKETING	3
MARKETNG 731	QUANTITATIVE ANALYSIS FOR BUSINESS	3
ITSCM 774	DATA ANALYTICS AND BUSINESS INTELLIGENCE	3
or ITSCM 779	VISUAL ANALYTICS FOR BUSINESS	
Select two of the following electives		4
MARKETNG 766	ETHICS IN THE MARKETPLACE	
or MANGEMNT	BUSINESS ETHICS AND SOCIAL RESPONSIBILITY	
BEINDP 740	PERSUASION AND NEGOTIATION STRATEGIES	
ITSCM 745	STRATEGIC TECHNOLOGY AND INNOVATION MANAGEMENT	
ITSCM 770	FUNDAMENTALS OF PROJECT MANAGEMENT	
Total Units		30