

FULL-TIME MS MARKETING

COURSE SEQUENCE

FALL	WINTER	SPRING
Professional Development and Leadership ^a	Professional Development and Leadership ^a	Professional Development and Leadership ^a
Consumer Behavior	Marketing Analytics	Marketing Research
Digital Strategies	Integrated Marketing Communication	Marketing Planning
Foundations of Marketing ^b	Elective	Social Awareness & Ethics
Marketing Internship ^c		Marketing Assessment ^d
Marketing Concepts	Elective	Elective
13 Credit Hours	17 Credit Hours	15 Credit Hours

 Professional Development
  Core
  Elective

^a This is a series of three, 1-credit courses, that includes a selection of workshops and seminars.

^b All students will take this 0-credit course that includes orientation and an overview of the marketing field.

^c The internship is a 0-credit requirement. Students who are working in a marketing job can request to waive the internship requirement with program director approval.

^d Marketing Assessment is a required zero-credit course that includes a program assessment and reflection. You must pass to graduate.

Please note: This course sequence is subject to change.

Part time options available.



Daniels College of Business
UNIVERSITY OF DENVER