

MARKETING (MS)

The Master of Science in Marketing prepares students with the knowledge and skills required to identify and develop products and services that meet customer needs. Taught by scholars and business leaders who bring the real world of marketing into the classroom, course work emphasizes proficiency in analysis, conceptual ability, planning and control of market activity. Upon graduating, students will be prepared for the challenges of a marketing career in an ever-changing and fast-paced business environment.

Program Features

The MS in Marketing program curriculum includes a wide range of courses that will provide you with a solid foundation in market analysis, evaluating market activity and management strategies, including:

- Marketing strategy and planning
- Research and analytical tools for marketing
- Analysis of consumer trends and business conditions
- Effective and ethical decision-making
- Business communication

Program Requirements	Quarter Hours
Core Marketing Course Requirements	28
Marketing Elective Requirements	20
Total hours required	48

Learning Outcomes

Students will be able to:

- Appropriately apply relevant concepts and knowledge to applied business problems.
- Use analytical and reflective skills in making decisions.
- Communicate effectively in writing and in oral presentations.
- Recognize and analyze ethical problems within applied business situations, choose a resolution, and justify that ethical choice.

Degree Requirements

Course Requirements

Students in the MS in Marketing program must complete seven core marketing courses and five marketing electives. Please note that it is assumed that admitted students have prior coursework in statistics. Students without prior coursework in statistics must complete GSB 420 or GSB 519 prior to registering for MKT 525.

Marketing Core (7 courses)

Course	Title	Quarter Hours
MKT 555	MARKETING MANAGEMENT	4
MKT 525	MARKET RESEARCH	4
MKT 534	ANALYTICAL TOOLS FOR MARKETERS	4
MKT 535	MARKETING STRATEGIES AND PLANNING	4
MKT 545	CONSUMER BEHAVIOR	4
MKT 576	EFFECTIVE BUSINESS COMMUNICATION	4

MGT 500	LEADING EFFECTIVE AND ETHICAL ORGANIZATIONS	4
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Marketing Electives (5 courses)

Any five marketing electives.

Students are not restricted to choosing from one area of interest:

Sales Leadership

Course	Title	Quarter Hours
MKT 530	CUSTOMER RELATIONSHIP MANAGEMENT	
MKT 577	LEADING BUSINESS DEVELOPMENT	
MKT 578	SALES STRATEGY & TECHNOLOGY	

Digital Marketing

Course	Title	Quarter Hours
MKT 575	ADVERTISING AND SALES PROMOTION	
MKT 595	DIGITAL MARKETING ANALYTICS & PLANNING	
MKT 798	SPECIAL TOPICS (Interactive/Internet Marketing)	
MKT 798	SPECIAL TOPICS (Social Media Marketing)	

Marketing Strategy & Planning

Course	Title	Quarter Hours
MKT 536	PRICING STRATEGY	
MKT 540	STRATEGIC PLANNING: DEVELOPING SUSTAINABLE BUSINESS MODELS	

Please consult with a faculty member or advisor to assist with choosing the most appropriate courses to match your career goals.
Degree Requirements

- Satisfactory completion of the college residency requirement.
- Satisfactory completion of the seven core marketing courses and five marketing electives.
- All courses for credit toward the degree must be completed within six calendar years after the candidate's first term of enrollment in the Kellstadt Graduate School of Business. After a lapse of six years a course is expired. An expired course is not acceptable for the purpose of satisfaction of degree requirements and is not applicable to the degree