



## MASTER OF SCIENCE IN MARKETING (MSMK) PROGRAM REQUIREMENTS (10 UNITS)

NAME \_\_\_\_\_

CLARK ID \_\_\_\_\_

REQUIRED CORE COURSES (6 units)	NO. OF UNITS	GRADE	SEM./YR. COMPLETED
MKT 4400 Marketing Management	1		
STAT 4300 Data Driven Decision Making	1		
MKT 5486 Branding Strategies	1		
MKT 5495 Digital Marketing Analytics	1		
MKT 5401 Marketing Research & Analysis	1		
MKT 5488 Digital and Social Media Marketing	1		
MSMK Internship	--	--	--
REQUIRED ELECTIVES: Four (4) elective units are required. See list below for course options.	NO. OF UNITS	GRADE	SEM./YR. COMPLETED
Elective:			
<b>TOTAL MSMK UNITS REQUIRED</b>	<b>10</b>		

### NOTES

- Elective course options include:  
ACCT 4101 Foundations of Financial Accounting  
MGMT 4302 Organizational Leadership  
MGMT 5543 Project Management  
MGMT 5615 Corporate Social Responsibility  
MKT 5407 Services Marketing  
MKT 5487 Sustainability Marketing  
MKT 5490 Marketing Consulting Project  
MKT 5900 Special Topics in Marketing
- Students requesting to take an elective not listed here must get approval by your adviser prior to registering.