From the expanding presence of social media that empowers customers, to the downward pressure on prices due to increased competition, the rules of marketing continue to be rewritten. Today the number of media options that consumers turn to is in the hundreds of thousands, and businesses must find a way to position themselves strategically and cost effectively. The Marketing program integrates new research and the tools necessary to advance the knowledge of marketing professionals.

**Foundation Course**
Students admitted to the MS-Marketing program without sufficient background must complete the following additional course:

BUS ADM 701 Business Mathematics. 2 cr. (C- or better grade required)

**Core Courses (18 credits)**
- BUS ADM 762 Marketing Research
- BUS ADM 764 Buyer Behavior and Marketing Communications
- BUS ADM 765 Strategic Product and Brand Management*
- BUS ADM 806 International Marketing
- BUS MGMT 708 Marketing Strategy: Concepts and Practice
- BUS MGMT 709 Analytic Models for Managers

**Elective Courses (12 credits)**
- BUS ADM 761 Seminar in Marketing [current topics]
- BUS ADM 763 Marketing Analytics
- BUS ADM 766 Marketing for Nonprofit Organizations
- BUS ADM 769 Database Marketing
- BUS ADM 894 Internet Marketing
- BUS ADM 899 Management Research Thesis/Project
- BUS MGMT 713 Entrepreneurship: Venture Creation and Management

*Integrating Course

**Degree completion: 30 Credits**