

M.S. Marketing Degree Plan (30 hrs)

College of Business
Texas A&M University-Commerce
(Effective Fall 2018)

Name:	_____
Telephone _____/eve _____	_____
Graduate _____	_____
Degree:	_____
UGPA:	_____
GMAT Total _____	_____
Admission _____	_____
Recommendation _____	_____

REQUIRED BACKGROUND COURSES are circled below (pre-requisites CANNOT be counted as electives):

Undergrad Equivalents	ECO 502 (Stats)	FIN 501 (Bus Fin)	MKT 501 (Mkt)	MGT 501 (Operations & Org Beh)	Pre-requisites met: Advisor Initial _____
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CORE COURSES

Course Number	Date	Grade	Comments
Eco 595			Applied Business Research (First semester of core)
Mkt 521			Marketing Management
Mkt 547			Product Innovation and Supply Chains
Mkt 524			Consumer and Buyer Behavior Analytics
Mkt 569			Interactive and Digital Marketing
Mkt 568			Integrated Mkt Communications and Promotions
Mkt 572			Mkt Research (Pre-Req Mkt 521, Eco 595 & Eco 502)
Mkt 529			Mkt Strategy & Decision Making (Last Semester)

Electives: Choose either option 1, 2 or 3

1) General Option (no minor): 6 hours required (Choose 2)

Mkt 567			Consumer Marketing
Mkt 574			CRM Customer Relationship Marketing
Mkt 545			Small Business Brand Management

2) Marketing Analytics Minor: 6 hours required

Mkt 570			Mkt Analytics & Intelligence
Mkt 574 or 580			CRM or Mkt Internship

3) Digital Marketing Minor: 6 hours required

Mkt 573			Internet Marketing
Mkt 580			Marketing Internship

_____ College of Business _____ (Date)

Note: Electives: Choose either Option 1 (No Minor) or Option 2 (Marketing Analytics Minor) or Option 3 (Digital Marketing Minor) for the program electives. A minor is NOT required, however if doing option 2 or 3 please submit the [Declare Minor Form](#). Please contact Micah Miles, 903.886.5663 or Micah.Miles@tamuc.edu for advising. The Faculty Advisor is Dr. Yasemin Atinc, Yasemin.Atinc@tamuc.edu. The Director of the College of Business Advising Center is Shanna Hoskison, 866.622.3899 or mba@tamuc.edu. Each program requires successful completion of a comprehensive exam. This exam is embedded into the Mkt 529 curriculum, which must be taken in your final semester of the program. After semester Census Date the Registrar will not consider a refund if a student takes classes out of the suggested order outlined on this degree plan.