

MS Marketing 2024-2026 Graduate Rotation

Course #	Course Title	Fall '24			Spring '25		
		C	O	D	C	O	D
	Commerce Campus (C), Dallas (D) or Online (O) ->						
MKT 521	Marketing Management	X	X			X	X
MKT 524	Consumer & Buyer Behavior Analytics					X	
MKT 529	MKT Strategy & Decision Making		X			X	
MKT 547	Product Innovations & Supply Chains		X				
MKT 568	Integrated Mkt Comm. and Prom.		X				X
MKT 569	Interactive and Digital Mkt		X	X		X	
MKT 595	Business Research Methods		X	X		X	X
	Commerce Campus (C), Dallas (D) or Online (O) ->						
Electives	Commerce Campus (C), Dallas (D) or Online (O) ->						
MKT 545	Small Business Brand Mgt		X			X	
MKT 567	Consumer Marketing					X	
MKT 570	MKT Analytics		X			X	
MKT 574	Customer Relationship Marketing		X				
MKT 575	Search Engine Optimization		X			X	
MKT 580	Internship	X			X		

Sum I '25		Sum II '25		Fall '25			Spring '26			Sum I '26		Sum II '26	
C	O	C	O	C	O	D	C	O	D	C	O	C	O
	X		X	X	X			X	X		X		X
								X					
	X				X			X			X		
			X		X								X
			X		X				X				X
	X				X	X		X			X		
	X				X	X		X	X		X		
C	O	C	O	C	O	D	C	O	D	C	O	C	O
					X			X					
								X					
					X			X					
	X				X						X		
					X			X					
X				X			X			X			

Fall '26		
C	O	D
X	X	
	X	
	X	
	X	
	X	X
	X	X
C	O	D
	X	
	X	
	X	
	X	
X		