

MS in Marketing

Required Courses (14 credit hours/all four courses required):

MKTG 560: Strategic Marketing (capstone course)
MKTG 562: Marketing Analytics
MKTG 563: Marketing Research I
MBA 590: Improv & Leadership

Concentrations and Electives

*Advertising and Marketing Communications Concentration
(12 credit hours/3 courses required)*

MKTG/ IDS 518: Electronic Marketing
MKTG 561: Consumer Behavior
MKTG 565: Marketing Communication and Promotion Strategy
MKTG 567: Digital and Social Media Marketing
MKTG 570: Brand Management

*Global and Multicultural Marketing Concentration
(12 credit hours/all 3 courses required)*

MKTG 569: Multicultural Marketing
MKTG 571: International Business Operations
MKTG 572: International Marketing

Marketing Research Concentration
(12 credit hours/all 3 courses required)

MKTG 561: Consumer Behavior
MKTG 564: Marketing Research II
MKTG 568: Marketing and Business Intelligence

Other Electives

MKTG 574: Product Planning
MKTG 577: Interdisciplinary Product Development I
MKTG 578: Interdisciplinary Product Development II

Please note: Not all electives are taught each semester. Additional courses not listed above may count as MSM electives. Please contact a UIC Liataud Academic Advisor if you have any questions.