

## MASTER OF SCIENCE IN MARKETING COURSE REQUIREMENTS

### I. Prerequisites\* (0-15 hours, depending on previous courses completed):

<u>Graduate Courses</u>	<u>Semester Offered</u>	<u>TAMU Undergraduate Equivalent</u>
MKTG 621	Survey of Marketing ( <i>Fall, Spring, Summer</i> )	(MKTG 409/321)
MGMT 655	Survey of Management ( <i>Fall, Spring, Summer</i> )	(MGMT 309/363)
FINC 635	Financial Management ( <i>Fall, Spring, Summer</i> )	(FINC 409/341)
ACCT 640	Acctg. Concepts and Procedures ( <i>Fall, Spring, Summer</i> )	(ACCT 209 or 229)
STAT 651	Statistics in Research I ( <i>Fall, Spring, Summer</i> )	(INFO 303 and 305 or other 6 hrs. of statistics)

### II. Requirements:

#### Fall semester

1. MKTG 665 Research for Marketing Decisions	3 hrs.	
2. MKTG 625 Marketing Engineering	3 hrs.	
3. MKTG 670 Marketing Leadership	1 hr.	
<u>Take 2 of these 3:</u>		
4. MKTG 650 Analyzing Consumer Behavior	3 hrs.	
5. MKTG 656 Marketing Communications Management	3 hrs.	
6. MKTG 671 Product Innovation	3 hrs.	13 hrs.

#### Spring semester

1. MKTG 673 Services Marketing	3 hrs.	
2. MKTG 675 Marketing Strategy	3 hrs.	
3. MKTG 660 Marketing Consulting	3 hrs.	
4. MKTG 670 Marketing Leadership	1 hr.	
5. Business or Statistics elective	3 hrs.	13 hrs.

#### Summer

MKTG 684 Professional Internship	3 hrs.	3 hrs.
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#### Fall semester

1. MKTG 660 Marketing Consulting	3 hrs.	
2. MKTG 635 Marketing Analytics and Pricing	3 hrs.	
<u>Take 1 of these 3:</u>		
3. MKTG 650 Analyzing Consumer Behavior	3 hrs.	
4. MKTG 656 Marketing Communications Management	3 hrs.	
5. MKTG 671 Product Innovation	3 hrs.	<u>9 hrs.</u>

#### Total hours required

**38 hrs.**

\*Students will complete all prerequisites before beginning the Requirements. Students who previously took an undergraduate or graduate equivalent of a required MS-Marketing course may be given permission to take another marketing course or a course in another field in the place of that course.

For additional information, contact:

*Dr. Stephen W. McDaniel; Director, MS-Marketing Program  
201G Wehner Building  
Phone: (979) 845-5801  
Fax: (979) 862-2811  
E-Mail: MS-Mktg@mays.tamu.edu  
Website: <http://marketingmasters.tamu.edu>*