**Student Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Bronco ID \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**MARKETING MANAGEMENT OPTION**

**Career Emphasis Programs**

Select one career-emphasis program with approval of advisor

**\_\_\_\_Consumer Insights & Analytics**

***Select 13 units***

\_\_\_IBM 4072 – Qualitative Research (3)

\_\_\_IBM 4092 – Marketing Research II (3)

\_\_\_IBM 4192 – Data Mining for Marketing Decisions

\_\_\_IBM 4202 – Marketing Analytics

\_\_\_IBM 4952 – Marketing Research Practicum (3)

\_\_\_IBM 4000/4990 \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (3)

\_\_\_IBM 4410 – Internship in Marketing & Int’l Business (1-3)

**\_\_\_\_\_Professional Selling**

IBM 3062 – Professional Selling (3)

IBM 4352 – Advanced Professional Selling (3)

IBM 4382 – Applied Sales Communication (3)

IBM 3072

***Select 4 units***

\_\_IBM \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (3)

\_\_IBM 4410 – Internship in Marketing & International Business (1-3)

**Comments**

Student Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Adviser Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\_\_\_\_\_Digital Marketing**

IBM 3072 – Promotional Strategies (3)

IBM 4032 – Digital Marketing (3)

***Select 7 Units***

\_\_IBM 3262 – Interactive Marketing (3)

\_\_IBM 3282 – Social Media Marketing

\_\_IBM 3292 – Mobile Marketing

\_\_IBM 4000 – Independent Study (1-3)

\_\_IBM 4202 – Analytics

\_\_IBM 4410 – Internship in Marketing & International Business (1-3)

\_\_IBM 4990 – Special Topics UD Students (1-3)

**\_\_\_\_\_Entertainment**

IBM 3072 – Promotional Strategies (3)

***Select 6 units***

\_\_IBM 4912 – Marketing of the Movies (3)

\_\_IBM 4922 – Sports Marketing (3)

\_\_IBM 4932 – Event and Destination (3) Marketing

Select 4 units from the following

\_\_IBM \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (3)

\_\_IBM 4410 – Internship in Marketing and International Business (1-3)

**\_\_\_\_\_General Marketing**

IBM 3062 – Professional Selling (3)

IBM 3072 – Promotional Strategies (3)

***Select 7 units***

\_\_IBM 3082 – Retail Management (3)

\_\_IBM 3162 – Marketing of Services (3)

\_\_IBM 4022 – Brand Impression and Management (3)

\_\_IBM 4102 – Marketing for Small Bus. Organizations (3)

\_\_IBM 4141 – International Marketing (3)

\_\_IBM 4312 – Marketing Channels (3)

\_\_IBM 4410 – Internship in Marketing & Int. Bus. (1-3)

\_\_IBM \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (3)

**\_\_\_\_\_Promotion**

IBM 3072 – Promotional Strategies (3)

IBM 3262 – Interactive Marketing (3)

***Select 7 units***

\_\_IBM 3282 – Social Media Marketing (3)

\_\_IBM 3292 – Mobile Marketing (3)

\_\_IBM 4032 – Digital Marketing (3)

\_\_IBM 4052 – Advertising Management (3)

\_\_IBM 4432 – Advertising Media Analysis and Planning (3)

\_\_IBM 4410 – Internship in Marketing & International Business (1-3)