

Student Name _____ Bronco ID _____

MARKETING MANAGEMENT OPTION Career Emphasis Programs

Select one career-emphasis program with approval of
advisor

_____ 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 – E –Marketing (3)

__ IBM 4052 – Advertising Management (3)

__ IBM 4432 – Advertising Media Analysis and
Planning (3)

__ IBM 4410 – Internship in Marketing &
International Business (1-3)

_____ 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)

_____ Consumer Insights & Analytics

Select 13 units

__ IBM 4072 – Qualitative Research (3)

__ IBM 4092 – Advanced Marketing Research (3)

__ IBM 4192 – Data Mining for Marketing Decisions

__ IBM 4202 – Marketing Analytics

__ IBM 4952 – Marketing Research Practicum (3)

__ IBM 4000 _____ (3)

__ IBM 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 _____