

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)

**\_\_\_\_\_ 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)

**\_\_\_\_\_ 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)

**\_\_\_\_\_ 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)

**\_\_\_\_\_ 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)

**\_\_\_\_\_ 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 \_\_\_\_\_

