



Dr. Sam Pack
College of Business
 TARLETON STATE UNIVERSITY

MS: MKTG

Master of Science
 Marketing







Master of Science – Marketing
2024-2025 Academic Year (30 Hours)

Program Core Requirements (18 Hours)

Date Completed	Course	Title
	MKTG 5308:	Marketing Strategy
	MKTG 5315:	Marketing Research
	MKTG 5316:	Advanced Consumer Behavior
	MKTG 5320:	Digital Marketing and Analytics
	MKTG 5340:	New Product Management
	MKTG 5350:	Advertising Strategy

Marketing: Electives (12 Hours – Select 4 classes that most closely align with your career goals)

	MKTG 5302:	Services Marketing
	MKTG 5303:	Non-Profit and Public Sector Marketing
	MKTG 5312:	Sales Management
	MKTG 5323:	Sports Marketing
	MKTG 5330:	Brand Management
	MKTG 5354:	International Marketing

COB	Department	Program Page	Guidebook	Advising	Resources
					

For more information, reach out to your Graduate Programs Manager:

Last Name A-M: Nancy Turner

Last Name N-Z: Caitlin Moyer

cob.graduate@tarleton.edu



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Two Year, Fall Start Date Course Planning Guide:







	Fall	Spring	Summer
Year 1	<ul style="list-style-type: none"> MKTG 5350 MKTG 5323 	<ul style="list-style-type: none"> MKTG 5315 MKTG 5316 	<ul style="list-style-type: none"> MKTG 5308
Year 2	<ul style="list-style-type: none"> MKTG 5320 MKTG 5340 	<ul style="list-style-type: none"> MKTG 5312 MKTG 5330 	<ul style="list-style-type: none"> MKTG 5302 or 5303 or 5354

Two Year, Spring Start Date Course Planning Guide:

	Spring	Summer	Fall
Year 1	<ul style="list-style-type: none"> MKTG 5315 MKTG 5316 	<ul style="list-style-type: none"> MKTG 5308 	<ul style="list-style-type: none"> MKTG 5350 MKTG 5323
Year 2	<ul style="list-style-type: none"> MKTG 5312 MKTG 5330 	<ul style="list-style-type: none"> MKTG 5302 or 5303 or 5354 	<ul style="list-style-type: none"> MKTG 5320 MKTG 5340

Two Year, Summer Start Date Course Planning Guide:

	Summer	Fall	Spring
Year 1	<ul style="list-style-type: none"> MKTG 5308 	<ul style="list-style-type: none"> MKTG 5350 MKTG 5323 	<ul style="list-style-type: none"> MKTG 5315 MKTG 5316
Year 2	<ul style="list-style-type: none"> MKTG 5302 or 5303 or 5354 	<ul style="list-style-type: none"> MKTG 5320 MKTG 5340 	<ul style="list-style-type: none"> MKTG 5312 MKTG 5330

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