## Online MBA, Marketing Data Analytics

### Fall Start: 2-Year Degree Roadmap

<table>
<thead>
<tr>
<th>Semester</th>
<th>First 8 Weeks</th>
<th>Second 8 Weeks</th>
<th>Elective Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Year 1</td>
<td>BUS500 Business Systems &amp; Processes 2 credits</td>
<td>BUS614 Accounting Concepts 2 credits, *BUS500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BUS655 Marketing Management 2 credits, *BUS500</td>
<td>MKT610 Qualitative Marketing Research Methods 1 credit, *BUS655</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKT670 Digital Marketing 1 credit, *BUS655</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring Year 1</td>
<td>BUS601 Quantitative Business Analysis 2 credits, *BUS500</td>
<td>BUS626 Managing Human Capital 2 credits, *BUS500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>**BUS630 Information Management 2 credits, *BUS500, *BUS614</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CIS576 Business Data Visualization; 3 credits</td>
<td>**BUS620 Leadership and Teams 2 credits, *BUS500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CIS5601 Enterprise Computing &amp; Systems Integration; 3 credits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer Year 1</td>
<td>CIS505 Database Concepts (4-week course) 1 credit</td>
<td>The summer semester is eight weeks in length</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CIS570 Business Intelligence 3 credits</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKT650 Data Analytics 2 credits, *BUS 655, *BUS 601</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CIS575 Applied Data Mining &amp; Analytics in Business 3 credits, *BUS601 satisfies *STAT204</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring Year 2</td>
<td>MKT621 Search Engine Marketing &amp; Optimization 1 credit, *BUS655</td>
<td>**BUS620 Leadership and Teams 2 credits, *BUS500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKT651 Applied Data Analytics 2 credits, *MKT650</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKT686 Marketing Practicum 2 credits, *CIS505, *CIS570, *CIS575, *CIS576 or *CIS601, *MKT651 (may be concurrently enrolled in MKT651)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Denotes co-requisite or prerequisite course **Denotes replay from previous course offering

Questions about this plan can be directed to COB Graduate Programs at cobgradinfo@colostate.edu or by calling (800) 491-4622.