

# Online MBA, Marketing Data Analytics

## Fall Start: 4-Year Degree Roadmap

| Semester         | First 8 Weeks  | Second 8 Weeks  | Elective Credits   |  |
|------------------|--|---|--|--|
| Fall<br>Year 1   | BUS500 Business Systems & Processes<br>2 credits   | BUS614 Accounting Concepts<br>2 credits, *BUS500                    | <p>Choose 2 of the following 2 credit options:</p> <ul style="list-style-type: none"> <li>BUS615 Managerial Accounting</li> <li>BUS616 Financial Reporting &amp; Analysis</li> <li>BUS635 Business Economics for the World Market</li> <li>BUS641 Financial Markets and Investments</li> </ul> <p>Choose 1 credit from any of the approved MBA elective options.</p> |  |
| Spring<br>Year 1 | CIS576 Business Data Visualization; 3 credits<br><i>OR</i><br>CIS601 Enterprise Computing & Systems Integration; 3 credits               |   |  |  |
| Summer<br>Year 1 | **BUS601 Quantitative Business Analysis<br>2 credits, *BUS500  | The summer semester is eight weeks in length                        |  |  |
| Fall<br>Year 2   | BUS655 Marketing Management<br>2 credits, *BUS500  | MKT650 Data Analytics<br>2 credits, *BUS 655, *BUS 601              |  |  |
| Spring<br>Year 2 | MKT651 Applied Data Analytics<br>2 credits, *MKT650  | BUS626 Managing Human Capital<br>2 credits, *BUS500                 |  |  |
| Summer<br>Year 2 | CIS570 Business Intelligence<br>3 credits  | The summer semester is eight weeks in length                        |  |  |
| Fall<br>Year 3   |  | MKT610 Qualitative Marketing Research Methods<br>1 credit, *BUS655  |  |  |
|                  | CIS575 Applied Data Mining & Analytics in Business<br>3 credits, *BUS601 satisfies *STAT204  |   |  |  |
| Spring<br>Year 3 | **BUS630 Information Management<br>2 credits, *BUS500, *BUS614   | **BUS620 Leadership and Teams<br>2 credits, *BUS500                 |  |  |
| Summer<br>Year 3 | MKT621 Search Engine Marketing & Optimization<br>1 credit, *BUS655   | The summer semester is eight weeks in length                        |  |  |
|                  | CIS505 Database Concepts (4-week course)<br>1 credit   |   |  |  |
| Fall<br>Year 4   | BUS640 Financial Principles & Practice<br>2 credits, *BUS601, *BUS614  | BUS656 Marketing Strategy & Planning<br>2 credits, *BUS500, *BUS655 |  |  |
| Spring<br>Year 4 |  | MKT670 Digital Marketing<br>1 credit, *BUS655                       |  |  |
|                  | MKT686 Marketing Practicum<br>2 credits, *CIS505, *CIS570, *CIS575, *CIS576 or *CIS601, *MKT651 (may be concurrently enrolled in MKT651) |   |  |  |

\*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](mailto:cobgradinfo@colostate.edu) or by calling (800) 491-4622.