

# Online MBA, Marketing Data Analytics



## Spring Start: 4-Year Degree Roadmap

Semester	First 8 Weeks	Second 8 Weeks	Elective Credits
Spring Year 1	**BUS500 Business Systems & Processes 2 credits	**BUS614 Accounting Concepts 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>
Summer Year 1	**BUS601 Quantitative Business Analysis 2 credits, *BUS500	The summer semester is eight weeks in length	
Fall Year 1	BUS655 Marketing Management 2 credits, *BUS500	**BUS620 Leadership & Teams 2 credits, *BUS500	
Spring Year 2	**BUS630 Information Management 2 credits, *BUS500, *BUS614	BUS626 Managing Human Capital 2 credits, *BUS500	
Summer Year 2	CIS505 Database Concepts (4-week course) 1 credit	The summer semester is eight weeks in length	
Fall Year 2	BUS640 Financial Principles & Practice 2 credits, *BUS601, *BUS614	MKT650 Data Analytics 2 credits, *BUS 655, *BUS 601	
Spring Year 3	MKT651 Applied Data Analytics 2 credits, *MKT650	MKT670 Digital Marketing 1 credit, *BUS655	
Summer Year 3	CIS570 Business Intelligence 3 credits	The summer semester is eight weeks in length	
Fall Year 3		MKT610 Qualitative Marketing Research Methods 1 credit, *BUS655	
	CIS575 Applied Data Mining & Analytics in Business 3 credits, *BUS601 satisfies *STAT204		
Spring Year 4	MKT621 Search Engine Marketing & Optimization 1 credit, *BUS655		
	CIS576 Business Data Visualization; 3 credits <i>OR</i> CIS601 Enterprise Computing & Systems Integration; 3 credits		
Fall Year 4		BUS656 Marketing Strategy & Planning 2 credits, *BUS500, *BUS655	
	MKT686 Marketing Practicum 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.