

WPI Foisie Business School
Curriculum Plan for Master of Science in
MARKETING & INNOVATION
(12 courses, 36 credits)

NAME _____

TERM ADMITTED _____ Spring 2021 _____

ADVISOR _____

Proposed Course of Study: COURSE NUMBER & TITLE _____ SEMESTER _____

REQUIRED COURSES (6)

ETR 500 Entrepreneurship and Innovation _____

FIN 500 Financial Information and Management _____ Spring 21 / Online

MKT 500 Marketing Strategy _____ Spring 21 / Online

MKT 562 Marketing Research _____

MKT 565 Digital Marketing _____

OBC 505 Teaming and Organizing for Innovation _____ Spring 21 / Online

MARKETING
ELECTIVES (4)

Select 4 courses from the list below:

ETR 596 Selling and Sales _____

MIS 583 User Experience Applications _____

MIS 585 User Experience Design _____

MKT 561 Consumer Behavior and Analytics _____

MKT 564 Global Technology Marketing _____

MKT 567 Integrated Marketing Communications _____

MKT 568 Data Mining Business Applications _____

MKT 569 Product and Brand Management _____

OIE 544 Supply Chain Analysis and Design _____

FREE ELECTIVES (2)

If you have been awarded transfer credit or course waivers, list the approved courses and credit hours allowed below.

COURSE NUMBER & TITLE	CREDIT HOURS	TRANSFER OR WAIVER
----------------------------------	---------------------	---------------------------

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

(Do not complete below this line)

.....

(To be completed by Advisor)

I have reviewed the Curriculum Plan above and agree that it comprises an acceptable program of study for the degree of Master of Science in Marketing and Innovation.

ADVISOR'S SIGNATURE: _____

DATE: _____

Important Note to Advisors: Once approved, please return the Curriculum Plan to the Executive Director of Business Programs.