

WHAT ARE CO-OPS?

Co-ops are an opportunity to extend your marketing internship, which provides more work experience for master's students with limited business experience prior to beginning their Master of Marketing program. While these are available to all students, they are most utilized by international students.

WHICH PROGRAMS INCLUDE THE CO-OP OPPORTUNITY?

10-month program – No, because this program does not include an internship. Students in this program frequently have robust work experience prior to beginning their graduate studies.

18-month program – Yes, this program includes a summer internship. If you have an offer from your internship organization, or another organization, to continue your internship into the fall, you may take advantage of this opportunity.

22-month co-op extension opportunity – Those who have a qualifying internship extension offer will have their 18-month program extended into a 22-month program. Instead of completing your final semester of classes in the fall and graduating in December, you would take your final classes in the spring, following your extended internship and graduate in May.

However, co-ops aren't an optional plan of study choice, they are only available providing the following qualifications are met.

Qualifications

Have an active internship extension for the fall

You must have an active internship extension, called a co-op offer, to consider this opportunity. This is critical for international students. If you are changing your plan of study (POS) without a co-op offer in hand, International Student Services (ISS) may view this as an attempt to prolong or extend the I-20 stay unnecessarily. Fall co-op offers are typically a continuation of the summer co-op, so obtaining a co-op opportunity might not be easy for December graduating students unless your current summer intern company offers you to continue. (If your company does extend an intern offer, it might be best to graduate early and convert to a full-time employee rather than complete a co-op and graduate the following May.)

Consult ISS

You should always consult ISS first about the co-op opportunity. As such, **ISS needs to view this opportunity as beneficial for your learning experience and earning the degree. It should not be perceived as one that is just prolonging or extending the I-20 stay.**

You will need to make sure that your current visa is eligible for the co-op opportunity.

FAQS

Can I skip the summer internship, have a fall internship and do the 22-month option?

Unfortunately, this is going to be rejected by ISS as it seems that this student is just prolonging or extending the I-20 stay unnecessarily. Thus, the case where ISS will likely approve of the 22-month option is when you have a summer + fall co-op, though it does not need to be the same company. If your question deviates from this path, Summer + Fall co-op, please note that your plan will likely be disapproved.

Can my internship offer for the fall come from a different company than the summer internship employer?

Yes. You are not required to stay with the same company for your summer and fall internship periods.

How do I obtain internship opportunities?

Contact the Business Career Services Office

CHECKLIST

- ☐ Please make sure you have properly registered for curriculum practical training CPT
- ☐ Please consult and discuss with Business Career Services (BCS) of your career plans
- ☐ Please update your plan of study with student services and your program manager
- ☐ For international students only:
 - Please connect with [ISS](#) to update your I-20 to ensure your I-20 end date matches with your co-op option graduation date
 - May need to fill out a reduced course load [form](#) for your last semester

**If you have any additional questions regarding this opportunity, please contact/meet with your program manager.*

CURRICULUM

YEAR 1

SUMMER			6 CR
COURSE	COURSE #	CR	
Analytics for Marketing Managers (Core class)	MGMT 520 SUMMER MOD 3	2	
Marketing Management (Core class)	MGMT 620 SUMMER MOD 3	2	
Business Analytics (Core class)	MGMT 670 SUMMER MOD 3	2	
FALL			10 CR
Digital Marketing Strategy (Core class)	MGMT 523 (MOD 1)	2	
Marketing Research (Core class)	MGMT 625 (MOD 1)	2	
Marketing Analytics (Core class)	MGMT 525 (MOD 1)	2	
Brand Management (MKTG Knowledge Selective)	MGMT 521 (MOD 1)	2	
Analytics for Social Media Marketing (MKTG Analytical Selective)	MGMT 539 (MOD 2)	2	
New Product Development (MKTG Knowledge Selective)	MGMT 522 (MOD 2)	2	
Data Driven Marketing (MKTG Analytical Selective)	MGMT 52610 (MOD 2)	2	
SPRING			9-11 CR
Marketing Consulting projects (Core class)	MGMT 529 (MOD 3 &4)	3	
Pricing Strategy and Analysis (Core class)	MGMT 638 (MOD 3)	2	
Digital Marketing Applications (MKTG Analytical Selective)	MGMT 52710 (MOD 3& 4)	2	
Customer Analytics (MKTG Analytical Selective)	MGMT 590 (MOD 3)	2	
Consumer Behavior and Marketing (MKTG Knowledge Selective)	MGMT 590 (MOD 3)	2	
Business Marketing (MKTG Knowledge Selective)	MGMT 623 (MOD 4)	2	
Free elective	FREE ELECTIVE	2	

YEAR 2

SUMMER		
COURSE	COURSE #	CR
Co-op		
FALL		
Co-op		
SPRING		4-6 CR
Marketing Consulting projects (Core class)	MGMT 529 (MOD 3 &4)	3
Pricing Strategy and Analysis (Core class)	MGMT 638 (MOD 3)	2
Digital Marketing Applications (MKTG Analytical Selective)	MGMT 52710 (MOD 3& 4)	2
Customer Analytics (MKTG Analytical Selective)	MGMT 590 (MOD 3)	2
Consumer Behavior and Marketing (MKTG Knowledge Selective)	MGMT 590 (MOD 3)	2
Business Marketing (MKTG Knowledge Selective)	MGMT 623 (MOD 4)	2
Free elective	FREE ELECTIVE	2

MS Marketing Curriculum - 33 Credits

Degree Requirements:

Core: 17 Credits (Bolded)

MS Marketing Electives: 8 Credits

General Business Electives: 8 Credits

COURSE REGISTRATION PLANNING

MS Marketing - Analytical Elective Courses (must choose at least 4 credits)

COURSE NAME	COURSE #	CREDIT HOURS	AVAILABLE MODULE
Data and AI-Driven Marketing	MGMT 526	2	FALL (2)
Customer Analytics	MGMT 590	2	SPRING (3)
Analytics for Social Media Marketing	MGMT 539	2	FALL (2)
Digital Marketing Applications	MGMT 52710	2	SPRING (3&4)

MS Marketing –Marketing Knowledge Elective Courses (must choose at least 4 credits)

COURSE NAME	COURSE #	CREDIT HOURS	AVAILABLE MODULE
Brand Management	MGMT 521	2	FALL (1)
New Product Development	MGMT 522	2	FALL (2)
Business Marketing	MGMT 623	2	SPRING (4)
Consumer Behavior Marketing	MGMT 590	2	SPRING (3)

General Business or Free Electives (must choose 8 credits)

COURSE NAME	COURSE #	CREDIT HOURS	AVAILABLE MODULE
Daniels Course (MGMT, OBHR, ECON)	>500	2	TBD
Daniels Course (MGMT, OBHR, ECON)	>500	2	TBD
Daniels Course (MGMT, OBHR, ECON)	>500	2	TBD