

Stacked MBA, Marketing Concentration

MBA Program Advising Form

Prerequisite Required

Previous Courses

Any Statistical Concepts and Terminology like course

Any Business Concepts like course

Required Courses

Required Courses (24 credits)

MBA 607	Strategic Marketing Mgmt.	3 Credits
MBA 609	Mgmt. of Production & Operations	3 Credits
MBA 681	Int'l Business & Leadership	3 Credits
MBA 684	Managerial Economics	3 Credits
MBA 606	Accounting for Managers	3 Credits
MBA 660	Legal Env. Of Mgmt.	3 Credits
MBA 670	Financial Analysis	3 Credits
MBA 685	Strategic Mgmt. & Policy	3 Credits

Stacked Marketing Concentration

MKTG 411/511	Integrated Marketing Communications	3 Credits
MKTG 421/521	Business-to-Business Marketing	3 Credits
MKTG 441/541	Intermediate Accounting	3 Credits

Marketing Electives (Select One of the Following)

MKTG 431/531	Sales Management	3 Credits
MKTG 442	Creativity and Innovation	3 Credits
MKTG 450/550	Marketing Management	3 Credits
MKTG 452/552	Social Media Marketing	3 Credits
MKTG 453/553	Digital Marketing Analytics	3 Credits
MKTG 454/554	Content Marketing	3 Credits
MKTG 455/555	Mobile Marketing	3 Credits
MKTG 461/561	Entrepreneurial Marketing	3 Credits
MKTG 481	Business Negotiation	3 Credits
MBA 620	Negotiation & Mediation: Agreements in Law & Business	3 Credits

** Schedule subject to change. Schedule based on on-campus students*