

## Marketing Concentration MBA Program Advising Form

### Prerequisite Required

#### PREREQUISITE COURSES

Any Statistical Concepts and Terminology like course

Any Business Concepts like course

### Required Courses

#### REQUIRED COURSES (12 credits)

MBA 607	Strategic Marketing Mgmt.	3 Credits
MBA 609	Management 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 & Ethical Environment of Management	3 Credits
MBA 670	Financial Analysis	3 Credits
MBA 685	Strategic Management & Policy	3 Credits

#### MARKETING CORE (9 credits)

MKTG 511	Integrated Marketing Communications	3 Credits
MKTG 521	Business-to-Business Marketing	3 Credits
MKTG 591	Consumer Behavior	3 Credits

#### SELECT ONE OF THE FOLLOWING (3 credits)

MKTG 531	Sales Management	3 Credits
MKTG 541	Consumer Insights	3 Credits
MKTG 553	Digital Marketing Analytics	3 Credits
MKTG 554	Content Marketing	3 Credits
MKTG 555	Mobile Marketing	3 Credits
MKTG 561	Entrepreneurship Marketing	3 Credits
MBA 620	Negotiations & Meditation	3 Credits

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