

MBA Advising Sheet Marketing Concentration

Prerequisites:

<input type="checkbox"/> FIN 493	Statistical Concepts and Terminology	1 Credit	SUMMER
<input type="checkbox"/> MGMT 493	Business Concepts	3 Credits	SUMMER

Required Courses: 8 required

<input type="checkbox"/> MBA 607	Strategic Marketing Mgmt	3 Credits	FALL 1
<input type="checkbox"/> MBA 609	Mgmt of Production & Operations	3 Credits	FALL 1
<input type="checkbox"/> MBA 681	Int'l Business & Leadership	3 Credits	FALL 2
<input type="checkbox"/> MBA 684	Managerial Economics	3 Credits	FALL 2
<input type="checkbox"/> MBA 606	Accounting for Managers	3 Credits	SPRING 1
<input type="checkbox"/> MBA 660	Legal Env. Of Mgmt	3 Credits	SPRING 1
<input type="checkbox"/> MBA 670	Financial Analysis	3 Credits	SPRING 2
<input type="checkbox"/> MBA 685	Strategic Mgmt & Policy	3 Credits	SPRING 2

Take the following two courses:

<input type="checkbox"/> MBA 511	Integrated Marketing Communications	3 Credits
<input type="checkbox"/> MBA 521	Business-to-Business Marketing	3 Credits

Select two courses from the following:

<input type="checkbox"/> MBA 531	Sales Management	3 Credits
<input type="checkbox"/> MBA 541	Marketing Research	3 Credits
<input type="checkbox"/> MBA 561	Entrepreneurship	3 Credits
<input type="checkbox"/> PHIL 500	Organizational Values	3 Credits