

Stacked MBA, Marketing Concentration MBA Program Advising Form

Prerequisite Required

Previous Courses (6 credits)

FIN 493	Statistical Concepts & Terminology	1 Credits
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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 (12 Credits)

MBA 511	Integrated Marketing Communications	3 Credits
MBA 521	Business-to-Business Marketing	3 Credits
MBA 541	Intermediate Accounting	3 Credits

Marketing Electives (Select One of the Following)

MBA 531	Sales Management	3 Credits
MKTG 442	Creativity and Innovation	3 Credits
MKTG 450	Marketing Management	3 Credits
MKTG 452	Social Media Marketing	3 Credits
MBA 553	Digital Marketing Analytics	3 Credits
MBA 554	Content Marketing	3 Credits
MBA 555	Mobile Marketing	3 Credits
MBA 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