

BUSINESS ADMINISTRATION (MBA) CONCENTRATION IN MARKETING

Degree: Master of Business Administration

Major: Business Administration

Concentration: Marketing

Total Hours: 30

Code	Title	Hours
Core Courses ¹		
ACCT 5370	Managerial Accounting	3
ECON 5370	Managerial Economics	3
FINC 5310	Financial Management	3
MGMT 5380	Strategic Management	3
MKTG 5310	Marketing Management	3
BUSI 5380	Global Enrichment ²	3
	or MGMT 5340 International Business	
BUAL 5380	Managerial Decision Making	3
	or MISY 5340 ERP Overview	
Concentration Courses		
Select three of the following:		9
MGMT 5311	Concepts and Applications for New Ventures	
MISY 5380	Enterprise Systems/CRM	
MKTG 5340	International Marketing	
MKTG 5350	Digital Marketing	
MKTG 5370	Market Research	
Total Hours		30

Code	Title	Hours
Leveling Courses		
Complete the following: ¹		9
ACCT 5315	Financial & Managerial Accounting Foundations	3
FINC 5300	Foundations of Finance & Econ	3

¹ Leveling courses may not be required for students who have taken the undergraduate level or graduate level equivalent and earned a B or better.