



Degree Plan

Master of Business Administration(MBA) w/ an emphasis in Marketing 42-45 hours

Student: _____
 Student ID: _____
 Email: _____
 Beginning Term: _____
 Goal to Graduate by _____

MBA 5010 Value Creation	3cr	—		
MBA 5020 Quantitative Methods	3cr	—		
MBA 5030 Market Analysis and Business Plan	3cr	—		BUSN 5000 & MBA 5010

Core courses(2 hours)

Course	Hrs	Term	Yr.	Prerequisite
MBA 5100 Adding Value through Human Capital	3cr	--		BUSN 5000 MBA 5010, 5020 & 5030



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Marketing Emphasis Courses (5 hours)

MRKT 5000 Marketing	3cr	--		
MRKT 5610 Marketing Channel Management	3cr	--		MRKT 5000
MRKT 5720 Promotional Management or MRKT 5740 Management of Digital Marketing	3cr	--		MRKT 5000
MRKT 5960 Marketing Management	3cr	--		12 hours of MRKT courses
Any MRKT course or elective course in the MS in Marketing program	3cr	--		

Pathways

Actual schedules may vary based on start date and course availability

Full-Time Suggested Pathway w/BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
BUSN 5000	MBA 5020	MBA 5100	MRKT 5000	MBA 5500
MBA 5010	MBA 5030	MBA 5200	MBA 5400	MBA 5910

YEAR 2

Term 1	Term 2	Term 3
MBA 5920	MRKT 5720	MRKT 5960
MRKT 5610	MRKT Elective	

Full-Time Suggested Pathway w/o BUSN 5000

YEAR 1

Term 1 Term 2 Term 3



Degree Plan

YEARS

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5920	MRKT 5610	MRKT 5720	MRKT Elective	MRKT 5960

