

Marketing Track

The MBA program requires 64 credit hours to graduate and includes a mix of core (required) classes, elective (required) classes, and elective classes as indicated below.

Semester	Course	Class Title	Class Type	Credits
Fall 1 18.5 credit hours all core classes	MBA 500	Career Development	Core	1.5
	MBA 501	Corporate Financial Reporting	Core	1.5
	MBA 505	Leadership	Core	3
	MBA 520	Business Finance	Core	3
	MBA 530	Operations Mgt.	Core	3
	MBA 548*	Strategic HR Mgt.	Core	3
	MBA 550*	Marketing Mgt.	Core	3
	MBA 593R	Professional Seminar	Core	0.5
Total				18.5
Winter 1 Must have at least 16 credit hours including core and electives	MBA 580*	Business Strategy	Core	3
	MBA 584	Intro to Global Mgt	Core	1.5
	MBA 560	Business Analytics	Core	3
	MBA 570	Entrepreneurial Innovation	Core	1.5
	See courses below	Marketing Track and/or MBA Electives	Track/Electives	7.5
Total				16.5
Spring/Summer	Internship			
Fall 2 Must have 3 core credit hours, plus any electives	MBA 502	Managerial Accounting	Core	1.5
	MBA 604	Business Ethics	Core	1.5
	See courses below	Marketing Track and/or MBA Electives	Track/Electives	13
	Total			

Required Marketing Track Courses - (Must take 3 of these 5 track courses, 6 required credit hours)**

Offered Winter Semester Only	MBA 657 (W1)*	Brand Management Strategy	Track	3.0
	MBA 650 (W1/W2)	Research Methods in Marketing	Track	3.0
	MBA 555 (W1)*	Marketing & Brand Insights Consulting	Track	3.0
	MBA 673 (W1)*	Product Management	Track	3.0
	MBA 684A (W1)*	Advanced Strategy & Consulting	Track	3.0
Marketing Electives - 9 credit hours required				
Offered Fall Semester Only	MBA 553 (F)	Pricing Strategies	Elective	3.0
	MBA 554 (F)	Internet Marketing	Elective	3.0
	MBA 556 (F)	Advertising and Promotion	Elective	3.0
	MBA 660 (F)	Advanced Brand Strategy	Elective	3.0
	MBA 661 (F)	Global Business Negotiations	Elective	3.0
	MBA 672 (F)	Entrepreneurial Marketing	Elective	3.0
Offered Fall & Winter	MBA 684B (F)*	Advanced Strategy & Consulting	Elective	3.0
	MBA 693R (F/W)	B2B Sales & Marketing	Elective	3.0
Offered Winter Semester Only	MBA 658 (W)	International Marketing	Elective	3.0
	MBA 654 (W)	Strategic Client Acquisition & Retention	Elective	3.0
	MBA 655 (W)	Consumer Behavior	Elective	3.0
	MBA 684C (W)*	Advanced Strategy & Consulting	Elective	3.0
	MBA 693R (W)*	Social Media Strategy	Elective	3.0
	MBA 693R (W)*	Product Led-Growth	Elective	2.0

Notes

General:

- Credit hour registration limit is 20 credit hours per semester

General Electives:

- MBA students can enroll in up to 9 credits hours of MBA 693R, **Section 001**, during the MBA Program, but no more than 3 credit hours per semester.

- MBA students must seek prior approval from Christine Roundy for any non-MBA courses to count towards the MBA. This includes undergraduate courses (300 and/or 400 level courses). Students may only count up to 9 credit hours of 300 & 400 level courses for MBA credit . Online & Independent Study courses do not count towards the MBA.

DISCLAIMER: The classes on this chart are subject to change at any time

*** This course may require AT/CPT for International Students**

****Additional course credit hours above 6 from these required marketing courses will count toward the marketing elective 9 credit hour requirement**