



College of Business

MBA MARKETING OPTION

(36 Credit Hours)

Catalog term _____

CONCENTRATION COURSES – CHOOSE 3	Term	Grade	Cr.
MKTG 5230 - MARKETING RESEARCH			3
MKTG 5250 - ADVERTISING			3
MKTG 5620 - NEW PRODUCT DEVELOPMENT			3
MKTG 5820 - INTERNATIONAL MARKETING			3
MGMT 5500 - BUSINESS ETHICS & SOCIAL RESPONSIBILITY			3

COURSE SUBSTITUTION				
REQUIRED COURSE	SUBSTITUTE COURSE	Term	Grade	Cr.
				3
				3
				3

CORE COURSES	Term	Grade	Cr.
ACCT 5100 – FINANCIAL STATEMENT ANALYSIS			3
FIN 5100 – CORPORATE FINANCE			3
INSY 5100 – INFORMATION SYSTEMS APPLICATIONS IN BUSINESS			3
MGMT 5100 – LEADERSHIP & MANAGEMENT OF ORGANIZATIONS			3
MGMT 5200 – OPERATIONS & SUPPLY CHAIN MANAGEMENT			3
MGMT 5300 – GLOBAL BUSINESS MANAGEMENT			3
MGMT 5400 – BUSINESS LAW			3
MKTG 5100 – SALES AND MARKETING MANAGEMENT			3
CAPSTONE COURSE - CHOOSE 1			
MGMT 5510 – MANAGEMENT FOR NON-PROFIT ORGANZATIONS			3
MGMT 5700 – ENTREPRENEURIAL MANAGEMENT			3
MGMT 5800 – STRATEGIC MANAGEMENT			3

Student Signature/Date

Advisor's Signature/Date