

## Master of Business Administration (MBA)

### Marketing Concentration

(39 credits)

**Student's Name:** \_\_\_\_\_  
Family First Father

**ID#:** \_\_\_\_\_ **Tel#:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Status:**  F/T student (not working or P/T job, up to 12 cr.)  P/T student (working, up to 6 cr.)  
*(Note: Full-time students can complete their MBA degree in 13 months)*

#### MBA Remedial Courses (if applicable)

	<u>Grade</u>	<u>Semester</u>
ACT500 Survey of Accounting	-----	-----
FIN500 Survey of Finance	-----	-----
ECO500 Survey of Economics	-----	-----
MGT500 Survey of Management and Marketing	-----	-----
QMB500 Statistics for Business and Economics	-----	-----

#### MBA Core Requirements (21 credits)

ACT600 Advanced Managerial Accounting	(ACT500)
ECO600 Advanced Managerial Economics	(ECO500)
HRM600 Advanced Organizational Behavior and Leadership	(MGT500)
FIN600 Advanced Managerial Finance	(FIN500 and ACT600)
QMB600 Business Models for Decision Making	(QMB500)
QMB602 Business Research Methods	(QMB500)
MGT670 Seminar in Business Policies	(FIN600 and HRM600)

*Note: course codes in parentheses represent prerequisites*

#### Concentration Requirements (18 credits)

(15 cr. + MBA Thesis 3 cr.)

1. MKT600 Strategic Marketing Management (MGT500)
2. MKT610 Advanced Consumer Behavior (MKT600)
3. MKT620 Retail Management (MKT600)

*Choose two of the following concentration electives [CE] (6cr)*

- |  |          |
|--|----------|
| SCM610 Logistics and Supply Chain Management | (MKT600) |
| MKT630 Customer Relationship Management      | (MKT600) |
| MKT640 Advanced Marketing Research           | (MKT600) |

6. BUS690 MBA Thesis

#### Recommended Schedule

Year 1 / Semester 1		Semester 2		Summer 1		Year 2 / Semester 3		Semester 4	
Course	Grade	Course	Grade	Course	Grade	Course	Grade	Course	Grade
ACT 600	-----	ECO 600	-----	MKT 620	-----	MGT 670	-----		
MKT 600	-----	FIN 600	-----			C.E.1	-----		
HRM 600	-----	MKT 610	-----			C.E.2	-----		
QMB 600	-----	QMB 602	-----			BUS 690	-----		
Summer 2		Year 3 / Semester 5		Semester 6		Extra Semester 1		Extra Semester 2	
Course	Grade	Course	Grade	Course	Grade	Course	Grade	Course	Grade

#### Important Notes:

1. More than one concentration may be obtained.
2. Students must regularly check their Sagesse E-mail account.
3. *F/T job* can take up to 2 courses (6 credits).
4. *P/T job* and *No job* can take up to 4 courses (12 credits).

**Advisor's Name and Signature:** \_\_\_\_\_

**Student's Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_