# Master of Business Administration (MBA)
## Marketing Concentration

(Student’s Name: ____________________________)

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)

<table>
<thead>
<tr>
<th>Course</th>
<th>Grade</th>
<th>Year</th>
<th>Semester</th>
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<tbody>
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<td>ACT 500</td>
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<td>QMB 500</td>
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### MBA Core Requirements (21 credits)

- ACT600 Advanced Managerial Accounting (ACT500)
- ECO600 Advanced Managerial Economics (ECO500)
- FIN600 Advanced Managerial Finance (FIN500 and ACT600)
- HRM600 Advanced Organizational Behavior and Leadership (MGT500)
- MGT670 Seminar in Business Policies (24 Credits)
- QMB600 Business Models for Decision Making (QMB500)
- BUS602 Business Research Methods (QMB500 + 24 Credits)

**Note:** course codes in parentheses represent prerequisites

### Concentration Requirements (18 credits)

1. MKT600 Strategic Marketing Management (MGT500)
2. MKT610 Advanced Consumer Behavior (MKT600)
3. MKT620 Retail Management (MKT600)
4. Choose two of the following concentration electives [CE](6cr)
   - MKT630 Customer Relationship Management (MKT600)
   - MKT640 Advanced Marketing Research (QMB500 and MKT600)
   - SCM610 Logistics and Supply Chain Management (MKT600)
   - MIS630 Management of Electronic Commerce
5. BUS690 MBA Thesis (BUS602)

### Recommended Schedule

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<thead>
<tr>
<th>Year 1/Semester 1</th>
<th>Semester 2</th>
<th>Summer 1</th>
<th>Year 2/Semester 3</th>
<th>Semester 4</th>
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<td>Course</td>
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<td>MKT 600</td>
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<td>MKT 620</td>
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### Important Notice
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: ___________________________________________

Revised on April 16, 2015