



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)

<u>MBA Remedial Courses (if applicable)</u>		Grade	Year	Semester
ACT 500	Survey of Accounting	_____	_____	_____
FIN 500	Survey of Finance	_____	_____	_____
ECO 500	Survey of Economics	_____	_____	_____
MGT 500	Survey of Management and Marketing	_____	_____	_____
QMB 500	Statistics for Business and Economics	_____	_____	_____

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)

(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)*
- MKT630 Customer Relationship Management (MKT600)
 - MKT640 Advanced Marketing Research (QMB500 and MKT600)
 - SCM610 Logistics and Supply Chain Management (MKT600)
 - MIS630 Management of Electronic Commerce
6. BUS690 MBA Thesis (BUS602)

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	_____	QMB 600	_____			MGT 670	_____		
ECO 600	_____	FIN 600	_____	BUS 602	_____	C.E. 1	_____		
HRM 600	_____	MKT 610	_____			C.E. 2	_____		
MKT 600	_____	MKT 620	_____			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 Notice

1. More than one concentration may be obtained.
2. Students must regularly check their Sagesses 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: _____