MBA in Marketing - 48 Credit Track
Effective Fall 2015

### Required Core & Capstone Courses

- MBA 501 Management Economics
- MBA 502 Finance
- MBA 503 Data Analysis & Decision Making
- MBA 504 Financial Accounting
- MBA 505 Marketing
- MBA 506 Leadership & Team Effectiveness
- MBA 511 Technological Innovations

### Prereqs: MBA 501, 502, 503, 504, 505, 506, 511, 589

### Capstone Courses

- MBA 507 Ethics & Law
- MBA 589 Operations Management
- MBA 592 Organizational Behavior
- MBA 512 Bus Planning & Strat Mgt
- MBA 522 Industry Project

### Marketing Electives

**Prerequisite MBA 505**

- MKT 516 Strategic Brand Management
- MKT 518 Sales Management
- MKT 519 Social Media Marketing Strategy
- MKT 535 New Product Marketing
- MKT 555 Consumer Behavior
- MKT 565 Marketing Research
- MKT 567 Marketing Strategy
- MKT 575 Business Marketing
- MKT 564 Info Sys. For Mkting
- MKT 580 Advertising & Promotion