

MARKETING (M.B.A.)

MBA Core Requirements

The MBA degree requires the successful completion of thirty-six (36) semester hours of coursework for a student who demonstrates all required competencies upon entry.

All incoming MBA students will be required to take MBA 621 in their first semester.

MBA – Marketing Specialty degree requirements

Code	Title	Hours
MBA Core (Common Body of Knowledge)		
MBA 600	Business Foundations (If applicable)	1
MBA 621	Sustainable Ethical Leadership	3
MBA 622	Organ Behavior & Communication	3
MBA 623	Financial Accounting & Mgmt	3
MBA 624	Marketing Management	3
MBA 625	Information Systems	3
MBA 626	Applied Org Research&Analysis	3
Required Specialty Courses		
Must successfully complete all of the following:		
MBA 741	Marketing Research	3
MBA 742	Integrated Marketing Communica	3
MBA 743	Social Media Marketing	3
MBA 744	Services Marketing	3
MBA 745	Analytics for Bus Intelligence	3
Capstone Course		
After successfully completing all core and specialty courses:		
MBA 719	Strategic Management	3
Total Credit Hours:		36-37