Business Administration, Marketing Concentration (M.B.A.)

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 560</td>
<td>Accounting for Business Managers</td>
<td>3</td>
</tr>
<tr>
<td>ECON 562</td>
<td>Macroeconomics Analysis and Public Policy</td>
<td>1.5</td>
</tr>
<tr>
<td>ECON 563</td>
<td>Managerial Economics</td>
<td>1.5</td>
</tr>
<tr>
<td>FINC 560</td>
<td>Corporate Financial Decision Making</td>
<td>1.5</td>
</tr>
<tr>
<td>FINC 561</td>
<td>Investments: Principles and Practice</td>
<td>1.5</td>
</tr>
<tr>
<td>INBS 561</td>
<td>Emerging Trends in Global Markets</td>
<td>1.5</td>
</tr>
<tr>
<td>INFO 561</td>
<td>Foundations of Data Analytics</td>
<td>1.5</td>
</tr>
<tr>
<td>INFO 562</td>
<td>Operations Analytics</td>
<td>1.5</td>
</tr>
<tr>
<td>INFO 563</td>
<td>Information Systems Strategy and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>INFO 564</td>
<td>Operations and Supply Chain Management</td>
<td>1.5</td>
</tr>
<tr>
<td>MGMT 561</td>
<td>Achieving Competitive Advantage</td>
<td>1.5</td>
</tr>
<tr>
<td>MGMT 562</td>
<td>Organizational Behavior and Team Leadership</td>
<td>1.5</td>
</tr>
<tr>
<td>MGMT 567</td>
<td>Business Growth Strategy</td>
<td>1.5</td>
</tr>
<tr>
<td>MKTG 561</td>
<td>Applied Marketing Management</td>
<td>1.5</td>
</tr>
<tr>
<td>MKTG 562</td>
<td>Market Analysis and Customer Insight</td>
<td>1.5</td>
</tr>
<tr>
<td>MKTG 563</td>
<td>Sustainability and Corporate Responsibility</td>
<td>1.5</td>
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MBA Flexible Core Courses

Complete two courses from the following: 3
- BUGN 577 Special Topics in Business/General
- ENTR 561 Business Innovation and Entrepreneurial Thinking
- MGMT 565 Project Management
- MGMT 566 Negotiation in the Workplace
- MGMT 569 Business Communications

MBA Concentration Courses and/or Electives

Students in the General MBA program complete 6 credits of electives. Students in a concentration complete 9 credits of concentration courses.

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MKTG 577</td>
<td>Special Topics in Marketing (may be taken for 1-3 credits)</td>
</tr>
<tr>
<td>MKTG 578</td>
<td>Pharmaceutical Marketing and Health Care Services</td>
</tr>
<tr>
<td>MKTG 581</td>
<td>Integrated Marketing Communication: Crisis Management</td>
</tr>
<tr>
<td>MKTG 582</td>
<td>Integrated Digital Advertising Planning across Multiscreen, Hyper#targeted Media</td>
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<td>MKTG 583</td>
<td>Omni-Channel Retailing</td>
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<tr>
<td>MKTG 585</td>
<td>Digital Marketing Strategy and RODMI (Return on Digital Marketing Investment)</td>
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<tr>
<td>MKTG 586</td>
<td>Sales Management</td>
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</tbody>
</table>
| MKTG 587 | New Product Development

Total Credits 36-39

Marketing Concentration

Select 9 credits from the following: 9
- INBS 581 International Marketing Management
- MKTG 571 Marketing Metrics
- MKTG 572 Strategic Brand Management
- MKTG 575 Independent Study in Marketing
- MKTG 576 Delivering Service Excellence

Total Credits 9