

BUSINESS ADMINISTRATION, MARKETING CONCENTRATION (M.B.A.)

Program Requirements

Code	Title	Credits
MBA Core Courses ¹		
ACCT 560	Accounting for Business Managers	3
ECON 562	Macroeconomics Analysis and Public Policy	1.5
ECON 563	Managerial Economics	1.5
FINC 560	Corporate Financial Decision Making	1.5
FINC 561	Investments for Managers	1.5
INBS 561	Emerging Trends in Global Markets	1.5
INFO 561	Applied Business Statistics	1.5
INFO 562	Management Science in Business	1.5
INFO 563	Strategic Information Systems	3
INFO 564	Operations and Supply Chain Management	1.5
MGMT 561	Achieving Competitive Advantage	1.5
MGMT 562	Organizational Behavior	1.5
MGMT 565	Project Management	1.5
MGMT 566	Negotiation in the Workplace	1.5
MGMT 567	Managing the Multi-Business Firm	1.5
MKTG 561	Applied Marketing Management	1.5
MKTG 562	Market Analysis and Customer Insight	1.5
MKTG 563	Sustainability and Corporate Responsibility	1.5
Marketing Concentration		
Select 9 credits from the following:		9
INBS 581	International Marketing Management	
INFO 573	Practicum in E-Commerce	
MKTG 571	Marketing Metrics	
MKTG 572	Strategic Brand Management	
MKTG 573	Social and Mobile Media: Fundamentals and Analytics	
MKTG 574	Sports Marketing and Management	
MKTG 575	Independent Study in Marketing	
MKTG 576	Delivering Service Excellence	
MKTG 577	Selected Topics in Marketing (may be taken for 1-3 credits)	
MKTG 578	Pharmaceutical Marketing and Health Care Services	
MKTG 581	Integrated Marketing Communication: Crisis Management	
MKTG 582	Integrated Digital Advertising Planning across Multiscreen, Hyper#targeted Media	
MKTG 583	Omni-Channel Retailing	
MKTG 585	Digital Marketing Strategy and RODMI (Return on Digital Marketing Investment)	
Total Credits		39

¹ Please note that MBA students who have not earned a B- grade or higher in prior academic coursework in Accounting, Statistics and/ or Finance may need to successfully complete online foundation modules in one or more of these key subject areas before they will be allowed to register for MBA courses. Students will be contacted by the MBA office with specific information upon admission.