

MBA Program Completion Plan

MARKETING



COURSE	SEMESTER	GRADE
Basic Core (undergraduate prerequisites classes)		
STAT 301 Quantitative Business Analysis	_____	_____
ACCT 101 Financial Accounting	_____	_____
ECON 101 Macroeconomics	_____	_____
Integrative Core (18 credits)		
MBA 500 Managing People & Organizations	_____	_____
MBA 501 Financial Decision Making	_____	_____
MBA 502 Strategic Marketing for the Global Economy	_____	_____
MBA 504 Leading, Communicating, and Building High-Performance Teams	_____	_____
MBA 505 Business Analytics for Decision Making	_____	_____
MBA 506 Managerial Accounting	_____	_____
Policy Studies (6 credits)		
MBA 550 Strategic Management	_____	_____
MBA 555 Ethical Decision Making & Social Responsibility in Business	_____	_____
Marketing Concentration (12 credits) Select four of the following courses.		
MBA 522 Health Care Marketing	_____	_____
MBA 540 Marketing Research	_____	_____
MBA 542 Global Marketing Management	_____	_____
MBA 543 Principles of Selling and Sales Force Management	_____	_____
MBA 545 Digital Marketing	_____	_____