



MBA with Specialization in Marketing

Program Worksheet 2015-2016 Academic Year

Graduate Courses	Pre-Requisite		
(Minimum 36 Credits)	Course	CR	Grade

Pre-Requisite Courses: As Required

BUSI 599 Graduate Business Essentials*	None	6	
ACCT 601 Financial Accounting I	None	3	
BUSI 603 Quantitative Methods for Business Decisions	UG Statistics	3	
BUSI 695 Executive Communications**	None	3	

Core Program (21 Credits): Required

BUSI 606 Managerial Economics	None	3	
FINC 607 Corporate Financial Management	ACCT 601	3	
MGMT 611 Behavioral Issues and Ethics in Management	None	3	
MGMT 612 Global Strategic Management	None	3	
BUSI 613 Decision Analysis	BUSI 603	3	
MKTG 615 Contemporary Marketing Perspectives	None	3	
ACCT 652 Strategic Profitability Analysis: Accounting for Managers	ACCT 601	3	

Marketing Specialization (12 Credits): Required

MKTG 731 New Products New Products and Services Development	BUSI 606, FINC 607, MKTG 615	3	
MKTG 732 E-Marketing	BUSI 606, FINC 607, MKTG 615	3	
MKTG 733 Global and Multicultural Marketing	BUSI 606, FINC 607, MKTG 615	3	
MKTG 734 Services Marketing	BUSI 606, FINC 607, MKTG 615	3	

Capstone Requirement (3 Credits): Required

BUSI 799 Interdisciplinary Capstone Project	Permission of Coordinator	3	
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