

**DEGREE REQUIREMENTS FULL-TIME MBA CLASS OF 2021
MARKETING SPECIALIZATION**

FIRST YEAR

<u>Course #</u>	<u>Course Title</u>	<u>Credit hours</u>	<u>Session</u>
Fall 2018			
BUAD 5011	Communicating for Results	2.0	A
BUAD 5101	Financial Accounting & Disclosure	2.0	A
BUAD 5701	Data Analysis	2.0	A
BUAD 5801	Leadership Development Experience and Ethics	2.0	A
BUAD 5951	Sprint Week	1.0	B
BUAD 5301	Financial Management	2.0	B
BUAD 5401	Marketing Management	2.0	B
BUAD 5501	Organizational Behavior	2.0	B
BUAD 5721	Economic Analysis and Insights	2.0	B
BUAD 5931	Charting your MBA Career	.5	B
		17.5	
Spring 2019			
BUAD 5111	Accounting for Managerial Decision Making	2.0	C
BUAD 5211	Information Technology Infrastructure & Business Transformation	2.0	C
BUAD 5601	Operations & Supply Chain Management	2.0	C
BUAD 5941	Business, Government and the Global Economy	2.0	C
BUAD 5951	Sprint Week	1.0	D
BUAD 5901	Global Competitive Strategy	2.0	D
BUAD 6411	Market Research* (Required for Marketing Specialization)	2.0	D
BUAD 6XXX	First Year Free Choice Elective	2.0	D
BUAD 5931	Charting your MBA Career	.5	D
		15.5	
	Total First Year Hours:	33.0	

SECOND YEAR

<u>Course #</u>	<u>Course Title</u>	<u>Credit hours</u>	<u>Session</u>
Fall 2019			
BUAD 598B	Business to Business Marketing Career Acceleration Module	6.0	A
BUAD 6XXX	Second Year Marketing or Free Choice Elective	3.0	B
BUAD 6XXX	Second Year Free Choice Elective	3.0	B
BUAD 5951	Sprint Week	1.0	B
		13.0	
Spring 2020			
BUAD 6XXX	Second Year Free Choice Elective	3.0	C
BUAD 6XXX	Second Year Free Choice Elective	3.0	C
BUAD 6XXX	Second Year Marketing Elective	3.0	C/D
BUAD 6XXX	Second Year Free Choice Elective	3.0	D
BUAD 5951	Sprint Week	1.0	D
		13.0	
	Total Second Year Hours:	26.0	
	Total Required for Degree:	59.0 hours	
	Total Required for Specialization	12.0 hours	

At least one of the following Marketing courses is required for the specialization: BUAD 6461: Product Management (3), BUAD 6421: Marketing Strategy (3), BUAD 6431: Digital and Integrated Marketing Communications (3), BUAD 6441: Customer Experience Management (3)

Students can also count one of the following courses toward a Marketing specialization: BUAD 6321: Corporate Finance Policy (3), BUAD 6741: Principles of Negotiation (3), BUAD 6571: Managing Change (3), BUAD 6851: Design Thinking (3), BUAD 6271: Database Management (3), BUAD 6711: Advanced Modeling (3)

***BUAD 6411 – Market Research is required for the specialization but does not count towards the 12 credit hour specialization requirement.**