

M.B.A. WITH A CONCENTRATION IN MARKETING (BU.BK.MBA)

Code	Title	Credits
Foundation Requirements (21 credits)		
BM-510	Business Analysis, Research and Communication	3
BE-511	Microeconomics	1.5
BE-512	Macroeconomics	1.5
BA-513	Financial Accounting	1.5
BA-514	Managerial Accounting	1.5
BF-515	Financial Markets	1.5
BF-516	Business Finance	1.5
BK-520	Foundations of Marketing Management	1.5
BM-517	Introduction to Management	1.5
BM-518	Introduction to Statistics	3
BM-519	Production and Operations Management	3
Core Requirements (21 credits)		
BA-610	Accounting for Managers	3
BE-611	Managerial Economics	3
BF-612	Corporate Finance	3
BM-613	Managing and Leading in Organizations	3
BK-614	Marketing Management	3
BM-660	Corporate Governance and Organizational Ethics	3
BM-670	Strategic Management	3
Concentration Requirements (15 credits)		
<i>Data Analysis</i>		
BK-620	Marketing Research	3
<i>Global</i>		
BK-650	International Marketing Management	3
Select three of the following: 9		
BK-631	Customer Relationship Management	
BK-632	B2B Marketing	
BK-639	Promotional Strategy	
BK-640	Consumer Behavior	
Business Marketing (BK) 600-Level Special Topics Class		
Business Marketing (BK) 600-Level Independent Study		
BK-641	Advertising and Media Management	
Total Credits		57

Admission Requirements

- Possession of a four-year baccalaureate degree and with a minimum GPA of 2.75 and either:
 - GMAT^{1,2} or
 - CPA or CFA licensure.
- Possession of a four-year baccalaureate degree with a minimum GPA of 3.0².

- Possession of a Master's or Doctoral degree (MS, MD, JD, PhD, EdD, etc.).

Applicants must also provide:

- Current résumé.
- Essay explaining why the applicant wishes to pursue this graduate program (500 words or less).
- Two letters of recommendation (optional)

¹ *The Graduate Record Exam (GRE) will be considered as a substitute for the GMAT on an equivalent basis. LSAT or Engineering certification exams (FE, PE, SE, PS, FS) may be considered in place of the GMAT.*

² *The GMAT will be waived for any applicant with a 3.0 or greater GPA*