

Master of Business Administration with a Concentration in Marketing	
FOUNDATION REQUIREMENTS: 21 Credits	
	Credits
BU-510: Business Analysis, Research and Communication	3.0
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: Graduate Business Statistics Using Microsoft Excel	3.0
BM-519: Production & Operations Management	3.0
CORE REQUIREMENTS: 21 Credits	
	Credits
BA-610: Accounting for Managers	3.0
BE-611: Managerial Economics	3.0
BF-612: Corporate Finance	3.0
BM-613: Managing and Leading in Organizations	3.0
BK-614: Marketing Management	3.0
BM-660: Corporate Governance and Organizational Ethics	3.0
BM-670: Strategic Management	3.0
CONCENTRATION REQUIREMENTS: 15 Credits	
	Credits
DATA ANALYSIS: BK-620: Marketing Research	3.0
GLOBAL: BK-650: International Marketing Management	3.0
Take 9 Credits from the Following: BK-639: Promotional Strategy BK-640: Consumer Behavior BK-641: Advertising and Media Management BK-698: Special Topics in Marketing BK-699: Independent Research in Marketing	9.0
Minimum Credits for Master of Business Administration with a Concentration in Marketing = 57.0	