



## MASTER OF BUSINESS ADMINISTRATION (MARKETING)

### YEAR 1 - FALL SEMESTER

<b>ACC 5113</b>	<b>Accounting for Managers</b>	<b>3</b>
<b>ECO 5043</b>	<b>Economics for Managers</b>	<b>3</b>
<b>MKT 5023</b>	<b>Strategic Marketing</b>	<b>3</b>
<b>MKT 5033</b>	<b>Consumer Behavior</b>	<b>3</b>
<b>MKT 5203</b>	<b>Data Analytics</b>	<b>3</b>
<b>Total Credits</b>	.....	<b>15</b>

### YEAR 1 - SPRING SEMESTER

<b>FIN 5023</b>	<b>Financial Management</b>	<b>3</b>
<b>MGT 5063</b>	<b>Entrepreneurship</b>	<b>3</b>
<b>MGT 5093</b>	<b>Organizational Strategy</b>	<b>3</b>
<b>MKT 5253</b>	<b>Digital and Social Media Marketing</b>	<b>3</b>
<b>Total Credits</b>	.....	<b>12</b>

### YEAR 1 - MAY TERM

<b>BUS 5043</b>	<b>Ethics and Critical Thinking in Business</b>	<b>3</b>
<b>MGT 5013</b>	<b>Managerial Communication</b>	<b>3</b>
<b>Total Credits</b>	.....	<b>6</b>

### YEAR 1 - SUMMER TERM

<b>LDR 5063</b>	<b>Leadership Development</b>	<b>3</b>
<b>Total Credits</b>	.....	<b>3</b>

*Note: This is a proposed one-year plan.*

**Total Credits to Graduate: 36**

*Updated Spring 2025*