



MBA with Marketing Emphasis

Our MBA with marketing emphasis degree program is designed to provide you with a working knowledge of marketing in business. This degree program will meet the needs of the current business environment and educate our students about the new methods in marketing and sales.

33-36 hours for BBA, 42 hours for non-BBA**

- **Core Courses** (12 credit hours)
 - ACCT 6301 Accounting Analysis
 - FINA 6320 Financial Management
 - MNGT 6360 Organizational Behavior
 - MRKT 6310 Marketing Management
- **Courses Beyond Core** (21 credit hours)
 - MNGT 6320 Production & Operations Management
 - ACCT 6311/ MNGT 6311 Information System Management
 - MNGT 6301 Legal Environment of Business
 - MNGT 6303 Analytical Models for Decision-Making
 - MNGT 6361 Business Research Methods
 - MNGT 6366 Strategic Management
 - MRKT 6301 International Business
- **3 Marketing elective courses:**
 - MRKT 6302 Marketing Analytics
 - MRKT 6314 International Marketing
 - MRKT 6366 Marketing Strategy

**Waiver Policy: Students with an academic business background may waive up to three core courses, decreasing the program to as few as 33 credit hours using the criteria below:

Core Course Policy for Waiver

- ACCT 6301 6 cr hrs of accounting, including financial & managerial with a "B" average
- FINA 6320 9 cr hrs of upper division finance with a "B" average
- MNGT 6360 6 cr hrs of upper division management with a "B" average
- MRKT 6310 9 cr hrs of upper division marketing with a "B" average

Preparation Courses: Upon admission (regular and conditional), students will be evaluated for statistical literacy. Students who need additional skills in this area are referred to BUSI 2342 or MATH 6301 (statistical literacy) until literacy requirement is fulfilled. Statistical literacy (BUSI 2342 or MATH 6301) must be remedied in the **first** semester in which the student is accepted into the MBA program and must be taken before the student enrolls in MNGT 6303, FINA 6320, MNGT 6361, MNGT 6366 or electives in accounting, finance, management, or marketing.