

Class of 2008 - Marketing Major Sheet

8/29/2007

Fall 2006 (16.5 total hours)		Winter 2007 (16 total hrs)		Fall 2007 (15.5 total hrs)		Winter 2008 (16.0 total hrs)	
1st Block	2nd Block	1st Block	2nd Block	1st Block	2nd Block	1st Block	2nd Block
MBA Core (16.0 hrs)		MBA Core (6.0 hrs)		MBA Core (4.5 hrs)		MBA Core (0.0 hrs)	
MBA 501 Corp. Fin. Account. (1.5)		MBA 580 Intro to Strategy (1.5)	MBA 680 Strategy 2 (1.5)	MBA 510 Mgt. & Info Tech (1.5)	MBA 584 Global Mgt. (1.5)		
MBA 505 Communications (2.0)		MBA 640 Leadership (1.5)	MBA 502 Man Accounting (1.5)	MBA 604 Ethics (1.5)			
MBA 520 Business Finance (3.0)							
MBA 530 Operations Mgt. (3.0)							
MBA 548 Strategic HR Management (3.0)							
MBA 550 Marketing Mgt. (3.0)							
MBA 593R, §1 Mgt. Seminar (0.5)							
Major Curriculum (0.5 hours)		Major Curriculum (9.0 hrs)		Major Electives			
MBA 693R, §8, Major Prof. Seminar (0.5)		MBA 650 Marketing Research (3.0) (Required--also taught in Fall)		pick from the following			
		MBA 690R Field Study (3.0) (Required--OK here or 2nd year)		MBA 654 Sales Management (3.0)	MBA 553 Pricing & Position. (3.0)		
		Marketing elective (3.0)		MBA 660 Adv. Brand Strategy (3.0)	MBA 555 Competitive Intell. (3.0)		
				MBA 661 Global Negotiations (3.0)	MBA 657 - Brand Mgt. (3.0)		
				MBA 672 Entrepren. Mktg. (3.0)	MBA 658 - International Mktg. (3.0)		
					MBA 661 - Global Negotiations (3.0)		
<p>During your 2 years:</p> <ul style="list-style-type: none"> • You must take 6 credit hours of non-major course work • A combined total of 6 hours may be taken in MBA 690R - all sections - and MBA 693R, section 1. However, only a maximum of 3 credits can be taken in MBA 693R, section 1 - readings and conference with a faculty member. • You must seek prior approval for any 300 or 400 level courses you want counted towards your MBA. There is a 9 credit hour limit of those that count towards your MBA 							
<p><i>DISCLAIMER: The classes in this chart are subject to change! Always check with your Major advisor.</i></p>							

CREDIT SUMMARY: 26.5 credits of MBA core + 24.5 Marketing Major + 6.0 non-marketing Major credit hours + 7.0 electives = 64 credit hours.