

Class of 2010 - Marketing Major Sheet

10/16/2008

Fall 2008 (16.5 total hours)		Winter 2009 (16 total hrs)		Fall 2009 (15.5 total hrs)		Winter 2010 (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 693R #2, 3 & 4, Strategic Management (3.0)		MBA 510 Mgt. & Info Tech (1.5)	MBA 604, Ethics (1.5)		
MBA 505 Leadership 1 (2.0)		MBA 502, Man. Accounting (1.5)	MBA 584 Intro to Global Mgt (1.5)	MBA 640, Leadership 2 (1.5)			
MBA 520 Business Finance (3.0)							
MBA 530 Operations Mgt. (3.0)							
MBA 548 Strategic HR Mgt. (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, 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)					
		Marketing elective (3.0)					
				MBA 654 Sales Management (3.0)	MBA 553 Pricing & Position. (3.0)		
				MBA 660 Adv. Brand Strategy (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)		
					BusM 448 Competitive Intelligence (3.0)		
					BusM 444 Consumer Behavior (3.0)		
During your 2 years:							
<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 out of program or 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. 							
* Fall 2009 marketing field study is optional only after the first one is completed during winter 09							
DISCLAIMER: The classes in this chart are subject to change! Always check with your Major advisor.							

CREDIT SUMMARY: 26.5 credits of MBA core + 21.5 Marketing Major + 6.0 non-marketing Major credit hours + 10.0 electives = 64 credit hours.