

Class of 2011 - Marketing Major Sheet

8/3/09

Fall 2009 (16.5 total hours)		Winter 2010 (16 total hrs)		Fall 2010 (15.5 total hrs)		Winter 2011 (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 Business Strategy (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)		pick from the following					
		MBA 690R, Sec. 2, Mktng. Field Study (3.0) (Required, concurrent with 650)		MBA 555 - Competitive Intelligence (3.0)	MBA 553 - Pricing & Positioning (3.0)				
		Marketing elective (3.0)		MBA 654 - Sales Management (3.0)	MBA 657 - Brand Management (3.0)				
				MBA 660 - Adv. Brand Strategy (3.0)	MBA 658 - International Mktg. (3.0)				
				MBA 672 - Entrepreneurial Mktg. (3.0)	MBA 659 - B-to-B Marketing (3.0)				
				MBA 661 - Global Negotiations (3.0)					
				MBA 693R - 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									
<p><i>DISCLAIMER: The classes in this chart are subject to change! Always check with your Major advisor.</i></p>									

Internship

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.