

# Class of 2013 - Marketing Major

9/2/2011

Fall 2011 (17 total hours)		Winter 2012 (16.0 total hrs)		Fall 2012 (16 total hrs)		Winter 2013 (16.0 total hrs)	
1st Block	2nd Block	1st Block	2nd Block	1st Block	2nd Block	1st Block	2nd Block
<b>MBA Core (17 hrs)</b>		<b>MBA Core (7.5 hrs)</b>		<b>MBA Core (0)</b>		<b>MBA Core (0)</b>	
MBA 501 Corp. Fin. Account. (1.5)		MBA 580, Business Strategy (3.0)					
MBA 693R Leadership 1 (3.0)		MBA 502, Man. Accounting (1.5)	MBA 604, Ethics (1.5)				
MBA 520 Business Finance (3.0)		MBA 584 Intro to Global Mgt (1.5) (taught 1 day/week full semester)					
MBA 530 Operations Mgt. (3.0)							
MBA 548 Strategic HR Mgt. (3.0)							
MBA 550 Marketing Mgt. (3.0)							
MBA 593R, §1 Professional. Sem. (0.5)							
		<b>Major Curriculum (9.0 hrs)</b>		<b>Major Electives</b>			
		MBA 650 - Marketing Research (3.0) <b>(Required)</b>		<b>pick from the following</b>			
		MBA 651, Product & Market Analysis (3.0) <b>(Required, concurrent with 650)</b>		MBA 654 - Sales Management (3.0)	MBA 553 - Pricing & Positioning (3.0)		
		Marketing elective (3.0)		MBA 660 - Adv. Brand Strategy (3.0)	MBA 657 - Brand Management (3.0)		
				MBA 672 - Entrepreneurial Mktg. (3.0)	MBA 659 - B-to-B Marketing (3.0)		
				MBA 655 - Consumer Behavior (3.0)	MBA 661 - Global Negotiations (3.0)		
				MBA 656 - Adv & Promotion	MBA 658 - International Mktg. (3.0)		
<p><b>During your 2 years:</b></p> <ul style="list-style-type: none"> <li>You must take <b>6 credit hours of non-major course work</b></li> <li>A combined total of 6 hours may be taken in <b>MBA 690R - all sections - and MBA 693R, section 1</b>. However, only a <b>maximum of 3 credits</b> can be taken in <b>MBA 693R, section 1 readings and conference with a faculty member</b>.</li> <li>You must seek <b>prior approval</b> for any out of program (non MBA) 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. <b>On-line &amp; independent study courses can not count towards your MBA.</b></li> <li>18.0 credit hours is the registration limit per semester - this includes everything on your registration.</li> </ul>							
<p><i>DISCLAIMER: The classes in this chart are subject to change! Always check with your Major advisor.</i></p>							

CREDIT SUMMARY: 24.5 credits of MBA core + 6.0 marketing major + 12.0 Major electives + 21.5 Other credit hours = 64 credit hours.