

Class of 2012 - Marketing Major

3/24/2011

Fall 2010 (16 total hours)		Winter 2011 (16 total hrs)		Fall 2011 (16 total hrs)		Winter 2012 (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 (1.5 hrs)		MBA Core (0.0 hrs)	
MBA 501 Corp. Fin. Account. (1.5)		MBA 580 Business Strategy (3.0)			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 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 Professional. Sem. (0.5)							
		Major Curriculum (9.0 hrs)		Major Electives			
		MBA 650 - Marketing Research (3.0) (Required)		pick from the following			
		MBA 651, Marketing Field Study (3.0) (Required, concurrent with 650)		MBA 654 - Sales Management (3.0)	MBA 553 - Pricing & Positioning (3.0)		
		Marketing elective (3.0)		MBA 655 - Consumer Behavior (3.0)	MBA 657 - Brand Management (3.0)		
				MBA 658 - International Mktg. (3.0)			
				MBA 660 - Adv. Brand Strategy (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 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. On-line & independent study courses can not count towards your MBA. <p>* A Fall 2011 marketing field study is an available option only after the first year (2010) required marketing field study (MBA 651) is completed during winter semester.</p> <ul style="list-style-type: none"> 18.0 credit hours is the registration limit per semester - this includes everything on your registration. <p><i>DISCLAIMER: The classes in this chart are subject to change! Always check with your Major advisor.</i></p>							

CREDIT SUMMARY: 23.5 credits of MBA core + 18 Marketing Major + 6.0 non-marketing Major credit hours + 15 electives = 64 credit hours.