

Name _____ ID# _____ Date _____

MBA: MARKETING MANAGEMENT 1st Semester _____ Current QPA _____**CORE CURRICULUM**MBA 802 Business Economics for Decision Making 3MBA 804 Financial Accounting for Managers 3MBA 806 Driving Marketing Performance 3MBA 808 Essentials of Financial Management 3MBA 810 Business Analytics & Statistics 3MBA 812 Managing Operations and Projects 3MBA 814 Leading and Managing Teams 3MBA 816 Disruptive Technologies & Innovation 3MBA 818 Global Business, Ethics, and Social Responsibility 3**CONCENTRATION ELECTIVES: Select three courses from the following:**MAR 620 Consumer and Organization Buying Behavior 3MAR 635 Marketing Research 3MAR 675 Strategic Marketing Planning 3MAR 679 Value Creation 3MAR 660 New Product, Service Planning & Development 3**CAPSTONE**MBA 820 Strategic Decisions Capstone 3**Total Credits: 39**_____
Graduate Academic Advisor Signature_____
Date