



# Degree Plan

## Dual Degree Master of Business Administration (MBA) MS in Marketing (MRKT) 54-57 hours

Student: \_\_\_\_\_  
 Student ID: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Beginning Term: \_\_\_\_\_  
 Goal to Graduate by: \_\_\_\_\_  
 Academic Advisor: \_\_\_\_\_

### MBA Foundation courses (12 hours)

Course	Hrs	Term	Yr	Waiver
BUSN 5000 Business	3cr	—		-----
MBA 5010 Value Creation	3cr	—		
MBA 5020 Quantitative Methods	3cr	—		
MBA 5030 Market Analysis and Business Planning	3cr	—		BUSN 5000 & MBA 5010

### MBA Core courses (12 hours)

Course	Hrs	Term	Yr.	Pre-requisite
MBA 5100 Adding Value through Human Capital	3cr	--		BUSN 5000 MBA 5010, 5020 & 5030
MBA 5200 The Financial Value of Capital Projects	3cr	--		BUSN 5000 MBA 5010, 5020 & 5030
MBA 5400 The Supply Chain and Business Processes	3cr	--		BUSN 5000 MBA 5010, 5020 & 5030
MBA 5500 Information Support for Decision Making	3cr	--		BUSN 5000 MBA 5010, 5020 & 5030

### MBA Capstones (6 hours)

MBA 5910 Cases in Value Creation <b>*can take concurrently with MBA 5500 if needed</b>	3cr	--		BUSN 5000, MRKT 5000, MBA 5010, 5020, 5030, 5100, 5200, & 5400
MBA 5920 Walker Consulting Project: Adding Value to Organizations	3cr	--		All Foundation and Core Courses

## MRKT core courses (27 hours)

Course	Hrs	Term	Year	Pre-requisite
MRKT 5000 Marketing	3cr	--		
MRKT 5610 Marketing Channel Management	3cr	--		MRKT 5000
MRKT 5720 Promotional Management	3cr	--		MRKT 5000
MRKT 5730 International Marketing	3cr	--		MRKT 5000
MRKT 5740 Management of Digital Marketing	3cr	--		MRKT 5000 MRKT 5720
MRKT 5850 Marketing Research	3cr	--		MRKT 5000 & MRKT 5890 or BUSN 5760
MRKT 5895 Marketing Analytics	3cr	--		MRKT 5000 & MRKT 5890 or BUSN 5760
MRKT 5960 Marketing Management	3cr	--		At least 12 hours of MRKT courses.
MRKT 6000 Integrated Studies in Marketing	3cr	--		All core MRKT courses

Course descriptions may be found via this link: [Course Descriptions](#). Course schedules may be found via this link: [Course Schedules](#).

## Pathways

**\*Actual schedules may vary based on start date and course availability\***

### Full-Time Suggested Pathway w/BUSN 5000

#### YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
BUSN 5000	MBA 5020	MBA 5030	MBA 5100	MBA 5200
MBA 5010	MRKT 5000	MRKT 5610	MRKT 5720	MRKT 5730

#### YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5400	MBA 5500	MBA 5910	MBA 5920	MRKT 6000
MRKT 5740	MRKT 5850	MRKT 5895	MRKT 5960	

### Full-Time Suggested Pathway w/o BUSN 5000

#### YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5010	MBA 5020	MBA 5030	MBA 5100	MBA 5200
MRKT 5000	MRKT 5610	MRKT 5720	MRKT 5730	MRKT 5740



## Degree Plan

### YEAR 2

Term 1	Term 2	Term 3	Term 4
MBA 5400	MBA 5500	MBA 5910	MBA 5920
MRKT 5850	MRKT 5895	MRKT 5960	MRKT 6000

### Part-Time Suggested Pathway w/BUSN 5000

#### YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
BUSN 5000	MBA 5010	MBA 5020	MBA 5030	MBA 5100

#### YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5200	MRKT 5000	MBA 5400	MBA 5500	MBA 5910

#### YEAR 3

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5920	MRKT 5610	MRKT 5720	MRKT 5730	MRKT 5740

#### YEAR 4

Term 1	Term 2	Term 3	Term 4
MRKT 5850	MRKT 5895	MRKT 5960	MRKT 6000

### Part-Time Suggested Pathway w/o BUSN 5000

#### YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MBA 5010	MBA 5020	MBA 5030	MBA 5100	MBA 5200

#### YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
MRKT 5000	MBA 5400	MBA 5500	MBA 5910	MBA 5920

#### YEAR 3

Term 1	Term 2	Term 3	Term 4	Term 5
MRKT 5610	MRKT 5720	MRKT 5730	MRKT 5740	MRKT 5850

#### YEAR 4

Term 1	Term 2	Term 3
MRKT 5895	MRKT 5960	MRKT 6000