

Academic Program Sequence Map

Program Degree Type and Name: MBA, Marketing Concentration

Catalog Year: 2020-2021

Program Level: Graduate

Academic Term Type: Quarter

** Denote core course with an asterisk next to the course number and (cc)*

Term: First Quarter			
Course Number & Title	Credits	New	Prerequisite(s)
MBAA 501 - Financial Accounting	3		
MBAA 502 - Corporate Finance	3		
MBAA 507 - Intro to Quantitative Analysis	3		
Term Credit Total:	9		

Term: Second Quarter			
Course Number & Title	Credits	New	Prerequisite(s)
MBAA 601 - Quantitative Methods in Business Research (cc)*	3		MBAA 501, 502, 507
MBAA 602- Managerial Economics	3		MBAA 501, 502, 507
<i>And</i>			
MBAA 604 - Operations Management	3		MBAA 501, 502, 507
<i>Or</i>			
ACCT 742- Financial Statement Analysis	3		MBAA 501, 502, 507
<i>Or</i>			
HLCR 720- Financial Management of Healthcare Institutions	3		MBAA 501, 502, 507
Term Credit Total:	9		

Term: Third Quarter			
Course Number & Title	Credits	New	Prerequisite(s)
Take any two courses (6 credits) from the following six courses:			
MKTG 701- Marketing Communication and Advertising <i>OR</i> MKTG 702- Marketing Research <i>OR</i> MKTG 704- Futuristic Marketing <i>OR</i> MKTG 705- Consumer Behavior <i>OR</i> MKTG 708- Industrial Marketing <i>OR</i> MKTG 709- Product Development Strategy	6		MBAA 602
<i>And</i>			
MBAA 810 - Capstone Seminar I	3		MBAA 602
<i>Or</i>			
MBAA 815- Capstone Case Analysis I	3		MBAA 602
Term Credit Total:	9		

Term: Fourth Quarter			
Course Number & Title	Credits	New	Prerequisite(s)
Take any two courses (6 credits) from the following six courses:			
MKTG 701- Marketing Communication and Advertising <i>OR</i> MKTG 702- Marketing Research <i>OR</i> MKTG 704- Futuristic Marketing <i>OR</i> MKTG 705- Consumer Behavior <i>OR</i> MKTG 708- Industrial Marketing <i>OR</i> MKTG 709- Product Development Strategy	6		MBAA 602
<i>And</i>			
MBAA 811 - Capstone Seminar II	3		MBAA 602
<i>Or</i>			
MBAA 816- Capstone Case Analysis II	3		MBAA 602
Term Credit Total:	9		

PROGRAM TOTALS	Total Program Credits: 36		
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New: indicates if new course
Prerequisite(s): prerequisite(s) for the noted course