

## Academic Program Sequence Map

Program Degree Type and Name: MBA, Marketing Concentration

Catalog Year: 2022-2023

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       |     |                 |
|   |         |     |                 |
|   |         |     |                 |
|   |         |     |                 |
|   |         |     |                 |
| <b>Term Credit Total:</b>                 | 9       |     |                 |

| Term: Third Quarter  |         |     |                 |
|--|---------|-----|-----------------|
| Course Number & Title  | Credits | New | Prerequisite(s) |
| <b>Take any two courses (6 credits) from the following six courses:</b>  |         |     |                 |
| MKTG 701- Marketing Communication and Advertising <i>OR</i><br>MKTG 702- Marketing Research <i>OR</i><br>MKTG 704- Futuristic Marketing <i>OR</i><br>MKTG 705- Consumer Behavior <i>OR</i><br>MKTG 708- Industrial Marketing <i>OR</i><br>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        |
|  |         |     |                 |
| <b>Term Credit Total:</b>  | 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 |
| <b>Term Credit Total:</b>                                  | 9       |     |                    |

| Term: Fourth Quarter   |         |     |                 |
|--|---------|-----|-----------------|
| Course Number & Title  | Credits | New | Prerequisite(s) |
| <b>Take any two courses (6 credits) from the following six courses:</b>  |         |     |                 |
| MKTG 701- Marketing Communication and Advertising <i>OR</i><br>MKTG 702- Marketing Research <i>OR</i><br>MKTG 704- Futuristic Marketing <i>OR</i><br>MKTG 705- Consumer Behavior <i>OR</i><br>MKTG 708- Industrial Marketing <i>OR</i><br>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        |
|  |         |     |                 |
| <b>Term Credit Total:</b>  | 9       |     |                 |

|                       |                                  |  |  |
|-----------------------|----------------------------------|--|--|
| <b>PROGRAM TOTALS</b> | <b>Total Program Credits: 36</b> |  |  |
|-----------------------|----------------------------------|--|--|

New: indicates if new course  
Prerequisite(s): prerequisite(s) for the noted course