

**DEGREE REQUIREMENTS FULL-TIME MBA  
MARKETING SPECIALIZATION**

**FIRST YEAR**

<u>Course #</u>	<u>Course Title</u>	<u>Credit hours</u>	<u>Session</u>
<b>FALL</b>			
BUAD 5011	Communicating for Results	2.0	A
BUAD 5101	Financial Accounting & Disclosure	2.0	A
BUAD 5701	Data Analysis	2.0	A
BUAD 5801	The Principled Professional	2.0	A
BUAD 5951	Sprint Week	1.0	B
BUAD 5301	Financial Management	2.0	B
BUAD 5401	Marketing Management	2.0	B
BUAD 5501	Organizational Behavior	2.0	B
BUAD 5721	Economic Analysis and Insights	2.0	B
BUAD 5931	Charting your MBA Career	.5	B
		<b>17.5</b>	
<b>SPRING</b>			
BUAD 5111	Accounting for Managerial Decision Making	2.0	C
BUAD 5211	Information Technology Infrastructure & Business Transformation	2.0	C
BUAD 5601	Operations & Supply Chain Management	2.0	C
BUAD 5941	Business, Government and the Global Economy	2.0	C
BUAD 5951	Sprint Week	1.0	D
BUAD 5901	Global Competitive Strategy	2.0	D
<b>BUAD 6411</b>	<b>Market Research* (Required for Marketing Specialization)</b>	<b>2.0</b>	<b>D</b>
BUAD 6XXX	First Year Free Choice Elective	2.0	D
BUAD 5931	Charting your MBA Career	.5	D
		<b>15.5</b>	
	<b>Total First Year Hours:</b>	<b>33.0</b>	

**SECOND YEAR**

<u>Course #</u>	<u>Course Title</u>	<u>Credit hours</u>	<u>Session</u>
<b>FALL</b>			
BUAD 598B	Business to Business Marketing Career Acceleration Module	6.0	A
BUAD 6XXX	Second Year Marketing or Free Choice Elective	3.0	B
BUAD 6XXX	Second Year Free Choice Elective	3.0	B
BUAD 5951	Sprint Week	1.0	B
		<b>13.0</b>	
<b>SPRING</b>			
BUAD 6XXX	Second Year Marketing Elective or Free Choice Elective	3.0	C/D
BUAD 6XXX	Second Year Marketing Elective or Free Choice Elective	3.0	C/D
BUAD 6XXX	Second Year Free Choice Elective	3.0	C/D
BUAD 6XXX	Second Year Free Choice Elective	3.0	C/D
BUAD 5951	Sprint Week	1.0	C/D
		<b>13.0</b>	
	<b>Total Second Year Hours:</b>	<b>26.0</b>	

**Total Required for Degree:**

**59.0 hours**

**Total Required for Specialization**

**12.0 hours**

**At least one of the following Marketing courses is required for the specialization (may not be offered every year):** BUAD 6461: Product Management (3), BUAD 6421: Marketing Strategy (3), BUAD 6431: Digital and Integrated Marketing Communications (3), BUAD 6441: Customer Experience Management (3)

**Students can also count one of the following courses toward a Marketing specialization (may not be offered every year):** BUAD 6321: Corporate Finance Policy (3), BUAD 6571: Leadership and Planned Change (3), BUAD 6851: Design Thinking (3), BUAD 6271: Database Management (3), BUAD 6711: Advanced Modeling Techniques (3)

**\*BUAD 6411 – Market Research is required for the specialization but does not count towards the 12 credit hour specialization requirement.**