

MARKETING SPECIALIZATION DEGREE REQUIREMENTS

FIRST YEAR

Fall Semester

COURSE #	COURSE TITLE	CREDIT HOURS	SESSION
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	Leadership Development Experience and Ethics	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
		17.5	

Spring Semester

COURSE #	COURSE TITLE	CREDIT HOURS	SESSION
BUAD 5111	Accounting for Managerial Decision Making	2.0	C
BUAD 5211	IT 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
BUAD 6411	Market Research*	2.0	D
BUAD 6XXX	First Year Free Choice Elective	2.0	D
BUAD 5931	Charting your MBA Career	.5	D
		15.5	

Total First Year Hours:

33.0

MARKETING SPECIALIZATION DEGREE REQUIREMENTS

SECOND YEAR

Fall Semester

COURSE #	COURSE TITLE	CREDIT HOURS	SESSION
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
		13.0	

Spring Semester

COURSE #	COURSE TITLE	CREDIT HOURS	SESSION
BUAD 6XXX	Second Year Free Choice Elective	3.0	C
BUAD 6XXX	Second Year Free Choice Elective	3.0	C
BUAD 6XXX	Second Year Marketing Elective	3.0	C/D
BUAD 6XXX	Second Year Free Choice Elective	3.0	D
BUAD 5951	Sprint Week	1.0	D
		13.0	

Total Second Year Hours:

26.0

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: 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 the Marketing specialization: BUAD 6321: Corporate Finance Policy (3), BUAD 6741: Principles of Negotiation (3), BUAD 6571: Managing Change (3), BUAD 6851: Design Thinking (3), BUAD 6271: Database Management (3), BUAD 6711: Advanced Modeling (3)

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