MERCY UNIVERSITY

Academic Program Sequence Map

Program Degree Type and Name:	_MBA, Marketing Concentration
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Catalog Year: 2021-2022

Denote core course with an asterisk next to the course number and (cc)							
erm: First Quarter				Term: Second Quarter			
Course Number & Title	Credits	New	Prerequisite(s)	Course Number & Title	Credits	New	Prerequisite(s)
MBAA 501 - Financial Accounting	3			MBAA 601 - Quantitative Methods in Business Research (cc)*	3		MBAA 501, 502, 507
MBAA 502 - Corporate Finance	3			MBAA 602- Managerial Economics	3		MBAA 501, 502, 502
				And			
MBAA 507 - Intro to Quantitative Analysis	3			MBAA 604 - Operations Management	3		MBAA 501, 502, 50
				Or			
				ACCT 742- Financial Statement Analysis	3		MBAA 501, 502, 507
				Or			
				HLCR 720- Financial Management of Healthcare Institutions	3		MBAA 501, 502, 503
Term Credit Total:	9			Term Credit Total:	9		
Ferm: Third Quarter				Term: Fourth Quarter			
Course Number & Title	Credits	New	Prerequisite(s)	Course Number & Title	Credits	New	Prerequisite(s)
Take any two courses (6 credits) from the	e following six o	ourses:	•	Take any two courses (6 credits) from	the following	six courses:	
MKTG 701- Marketing Communication and Advertising OR MKTG 702- Marketing Research OR MKTG 704- Futuristic Marketing OR MKTG 705- Consumer Behavior OR MKTG 708- Industrial Marketing OR MKTG 709- Product Development Strategy	6		MBAA 602	MKTG 701- Marketing Communication and Advertising OR MKTG 702- Marketing Research OR MKTG 704- Futuristic Marketing OR MKTG 705- Consumer Behavior OR MKTG 708- Industrial Marketing OR MKTG 709- Product Development Strategy	6		MBAA 602
And				And			
MBAA 810 - Capstone Seminar I	3		MBAA 602	MBAA 811 - Capstone Seminar II	3		MBAA 602
Or	1			Or			
VBAA 815- Capstone Case Analysis I	3		MBAA 602	MBAA 816- Capstone Case Analysis II	3		MBAA 602
	0			Term Credit Total:	9		
Term Credit Total:	9						
Term Credit Total: PROGRAM TOTALS	9 Total Program C						

Prerequisite(s): prerequisite(s) for the noted course