

Academic Program Sequence Map

Program Degree Type and Name: MBA, Marketing Concentration

Catalog Year: 2025-2026

Program Level: Graduate

Academic Term Type: Quarter

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

Term: First Quarter					Term: Second Quarter				
Course Number & Title	Credits	New	Prerequisite(s)	Milestone/Advice	Course Number & Title	Credits	New	Prerequisite(s)	Milestone/Advice
MBAA 501 - Financial Accounting	3				*MBAA 601 - Quantitative Methods in Business Research (cc)	3		MBAA 501	
MBAA 504 - Marketing and Applied Economics	3				MBAA 612 - Applied Corporate Finance	3		MBAA 501	
					<i>And</i>				
MBAA 535 - Business Theory and Practice	3				MBAA 604 - Operations Management	3		MBAA 501	
Term Credit Total:	9				Term Credit Total:	9			
Term: Third Quarter					Term: Fourth Quarter				
Course Number & Title	Credits	New	Prerequisite(s)	Milestone/Advice	Course Number & Title	Credits	New	Prerequisite(s)	Milestone/Advice
Take any two courses (6 credits) from the following courses:					Take any two courses (6 credits) from the following 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 <i>OR</i> MKTG 798 - Marketing Internship (WBE)	6		MBAA 604		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 <i>OR</i> MKTG 798 - Marketing Internship (WBE)	6		MBAA 604	
<i>And</i>					<i>And</i>				
MBAA 810- Capstone Seminar <i>Or</i>	3		MBAA 604						
MBAA 815- Capstone Case Analysis I	3		MBAA 604		MBAA 816- Capstone Artificial Intelligence for Business Experiential LearningCase Analysis II	3		MBAA 604	
Term Credit Total:	9				Term Credit Total:	9			
PROGRAM TOTALS					Total Program Credits: 36				

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

Legend: CR: Credits GE: Use drop down menu to indicate disciplinary grouping Maj: Major / Major Elective OE: Open Elective SM: Success Marker Co/Prerequisite(s): List of co/ prerequisites for noted course GC: Gateway Course CA: Career Activity ELC: Experiential Learning Course WBE: Work-based Experience

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