

Program Degree Type and Name: MBA, Marketing Concentration

Catalog Year: 2026-2027

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)	Milestone/Advice
MBAA 500 - Business Management Survey	3			GC
MBAA 501 - Financial Accounting	3			GC
MBAA 502 - Corporate Finance	3			GC
Term Credit Total:	9			
Term: Third Quarter				
Course Number & Title	Credits	New	Prerequisite(s)	Milestone/Advice
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	
And				
MBAA 810 - Capstone Seminar I	3		MBAA 602	ELC
Or				
MBAA 815- Capstone Case Analysis I	3		MBAA 602	ELC
Term Credit Total:	9			
Term: Second Quarter				
Course Number & Title	Credits	New		
MBAA 601 - Quantitative Methods in Business Research (cc)*	3			
MBAA 602- Managerial Economics	3			
And				
MBAA 604 - Operations Management	3			
Or				
ACCT 742- Financial Statement Analysis	3			
Or				
HLCR 720- Financial Management of Healthcare Institutions	3			
Term Credit Total:	9			
Term: Fourth Quarter				
Course Number & Title	Credits	New		
Take any two courses (6 credits) from the following si				
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			
And				
MBAA 811 - Capstone Seminar II	3			
Or				
MBAA 816- Capstone Case Analysis II	3			
Term Credit Total:	9			
PROGRAM TOTALS				
Total Program Credits: 36				
New: indicates if new course Prerequisite(s): prerequisite(s) for the noted course				

Prerequisite(s)	Milestone/Advice
MBAA 501, 502, 507	GC
MBAA 501, 502, 507	GC
MBAA 501, 502, 507	GC
MBAA 501, 502, 507	GC
MBAA 501, 502, 507	GC
Prerequisite(s)	Milestone/Advice
ix courses:	
MBAA 602	
MBAA 602	ELC
MBAA 602	ELC