

Academic Program Sequence Map

Program Degree Type and Name: MBA, Marketing Concentration

Catalog Year: 2024-2025

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 501 - Financial Accounting	3			
MBAA 502 - Corporate Finance	3			
MBAA 507 - Intro to Quantitative Analysis	3			
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 <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	6		MBAA 602	
<i>And</i>				
MBAA 810 - Capstone Seminar I	3		MBAA 602	
<i>Or</i>				
MBAA 815- Capstone Case Analysis I	3		MBAA 602	
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	
<i>And</i>		
MBAA 604 - Operations Management	3	
<i>Or</i>		
ACCT 742- Financial Statement Analysis	3	
<i>Or</i>		
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 s		
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	6	
<i>And</i>		
MBAA 811 - Capstone Seminar II	3	
<i>Or</i>		
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

Legend: CR: Credits GE: General Education Maj: Major / Major Elective OE: Open Elective SM: Success Marker Co/Prerequisite(s): List of co/ prerequisites for noted course GA: Gateway Course CA: Career Activity ELC: Experienci

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

ial Learning Course