

Acceptance Date:

Master of Business Administration

Specialization in Marketing

Catalog: 2025-26 Expires 8/1/2032

Name:
Student ID:

Updated: Audited:

Advisor & Campus:

CORE REQUIREMENTS - 39 hrs				SPECIALIZATION - 9 hrs			
	Inst.	Hours	Grade	Marketing	Inst.	Hours	Grade
#BUAD 5300 Fndtns of Mgmt Thry/Prac				MKTG 5317 Sales Management			
#BUAD 5301 Fndtns of Accounting Thry/Prac				MKTG 5320 Social Media Marketing			
#BUAD 5302 Fndtns of Econ/Fina Thry/Prac				MKTG 5321 Mobile Marketing			
				MKTG 5322 Digital Marketing			
ACCT 5301 Managerial Accounting				MKTG 5323 Marketing Analytics			
BUAD 5304 Ethics				MKTG 5324 Inbound Marketing			
BUAD 5315 Legal Environment				MKTG 5325 Content Marketing			
ECON 5310 Managerial Economics				MKTG 5326 Sales Analytics			
FINA 5303 Managerial Finance				MKTG 5395 Customer Service			
MGMT 5305 Organizational Theory							
MGMT 5320 Research Methods							
MISM 5306 Management of Information Systems							
MKTG 5302 Marketing Analysis							
3 ,							
BUAD 5355 Strategic Management for the MBA							
^Capstone course, prerequisite-completion of all MBA co	ore course	es.					
	Req.	Have	Need		Req.	Have	Need
Total Hours in Core Requirements	39	0	39	Total Hours in Specialization	9	0	9
							
Notes:				GRADUATION REQUIREMENTS:	Req.	Have	Need
	ld have			GRADUATION REQUIREMENTS: Core Requirements	Req. 39	Have 0	Need 39
Notes: #A student having related undergraduate courses cou BUAD 5300, 5301, and/or 5302 waived.	ld have			Core Requirements	•		
	ld have			Core Requirements Specialization	39	0	39
#A student having related undergraduate courses cou BUAD 5300, 5301, and/or 5302 <i>waived</i> .	ld have			Core Requirements Specialization Additional Specialization (Optional)	39 9	0	39 9
#A student having related undergraduate courses cou	ld have			Core Requirements Specialization	39 9 0	0 0 0	39 9 0
#A student having related undergraduate courses cou BUAD 5300, 5301, and/or 5302 waived. *No grade of less than C will be accepted as credit.				Core Requirements Specialization Additional Specialization (Optional)	39 9 0	0 0 0	39 9 0
#A student having related undergraduate courses cou BUAD 5300, 5301, and/or 5302 <i>waived</i> . *No grade of less than C will be accepted as credit. **No more than 6 semester hours with the grade of C v				Core Requirements Specialization Additional Specialization (Optional) Total Hours Required (Minimum 39)	39 9 0 48	0 0 0 0	39 9 0 48
#A student having related undergraduate courses cou BUAD 5300, 5301, and/or 5302 <i>waived</i> . *No grade of less than C will be accepted as credit.				Core Requirements Specialization Additional Specialization (Optional) Total Hours Required (Minimum 39) Wayland Residency Hours Required	39 9 0 48	0 0 0	39 9 0
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#A student having related undergraduate courses cou BUAD 5300, 5301, and/or 5302 waived. *No grade of less than C will be accepted as credit. **No more than 6 semester hours with the grade of C vaccepted as credit. ^No course which satisfies degree requirements may seven years old at the time of graduation.	will be be more	than		Core Requirements Specialization Additional Specialization (Optional) Total Hours Required (Minimum 39) Wayland Residency Hours Required	39 9 0 48	0 0 0 0	39 9 0 48
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