MARKETING CONCENTRATION REQUIRED COURSE WORK

ACCT 540 Introduction to Financial Accounting
ACCT 545 Introduction to Managerial Accounting
BCOM 510E Communication for Managers
ECON 550 Economics for Managers
ECON 551 Business Strategy
FIN 510E Survey of Finance - External
FIN 510M Survey of Finance - Managerial
MGMT 501 Leadership in Organizations
MGMT 520 Legal & Ethical Values in Business
MGMT 562 Applied Business Statistics
MIS 560 Operations Management
MIS 585 Strategic Management of Information Systems
MKTG 510 Market-Based Management
MKTG 531E Social Media Marketing
MKTG 555E Special Topics in Marketing - Marketing Strategy
MKTG 572E Marketing Research for Managers
MKTG 579E Marketing of Innovations
34 Units

CHOOSE ADDITIONAL 6 (11 UNITS) ELECTIVES FROM:

ACCT 551 Financial Statement Analysis
ECON 555 Macroeconomics & Forecasting
ENTR 523 Customer Focused Entrepreneurship
FIN 520 Investment Analysis & Management
MGMT 524E Groups & Teams
MGMT 564E Negotiations
MIS 515E Information Security in Public & Private Sectors
MIS 529E Human Deception in Business & Society
MIS 578E Project Management