SODERQUIST
COLLEGE OF BUSINESS

MBA - Marketing Analytics Degree Plan, 42 credit hours		Advisor:												
Student Name:		Student ID#:												
	COURSE NAME	Semester Offered	Spring		Summer		Fall		Spring		Summer		Fall	
COURSE #	Core (24 credit hours)	Online	A	B	A	B	A	B	A	B	A	B	A	B
BUS 7013	Managerial Accounting	Fall A, Spring A, Summer A												
BUS 7033	Organizational Management & Leadership	Fall A & B, Spring B, Summer B												
BUS 7113	Marketing Strategies	Fall A, Spring A, Summer A												
BUS 7223	Managerial Economics	Fall B, Spring B, Summer B												
BUS 8003	Managerial Finance	Fall A, Spring A, Summer A												
BUS 8033	Christian Foundations of Business	Fall A, Spring A, Summer A												
BUS 8043	Quantitative Methods for Business	Fall B, Spring B, Summer B												
BUS 8793	Designing & Executing Strategies (taken in last 12 hours of program)	Fall B, Spring B, Summer B												
COURSE #	Analytics Core (6 credit hours)													
DAT 6033	Foundations of Data Analytics I	Fall A 2023												
DAT 6043	Foundations of Data Analytics II	Fall B 2023												
COURSE #	Concentration in Marketing Analytics (12 credit hours)													
BUS 8213	Quantitative Marketing Research	Fall B												
BUS 8283	Marketing Analytics	Spring B 2022, Summer B 2023												
BUS 8373	Consumer Insights & Decision Making	Fall A												
BUS 8413	Qualitative Marketing Research	Spring A												
		Sub-Total Hours	0	0	0	0	0	0	0	0	0	0	0	0
		Total Hours (42 minimum)	0	0	0	0	0	0	0	0	0	0	0	0