

2024-2025 Academic Catalog

MBA - Marketing Analytics Degree Plan, 36 credit hours Student Name:		Advisor:												
		Student ID#:												
	COURSE NAME	Semester Offered	Spring		Summer		F	all	Spring		Summer		Fall	
COURSE #	Core (21 credit hours + 3 choice hours)	Online	А	В	А	В	А	В	А	В	А	В	А	В
BUS 7013	Managerial Accounting	Fall A, Spring A, Summer A												
BUS 7033	Organizational Management & Leadership	Fall A, Spring B, Summer B												
BUS 7223	Managerial Economics	Fall B, Spring B												
BUS 8003	Managerial Finance	Fall A, Summer A												
BUS 8033	Christian Foundations of Business	Spring A, Summer A												
BUS 8043	Quantitative Methods for Business	Fall B, Summer B												
BUS 8793	Designing & Executing Strategies (taken in last 12 hours of program)	Fall B, Summer B												
COURSE #	Choice of One (3 credit hours, to be completed in last 12 hours of program)													
BUS 8263	International Business Practicum	Summer A (odd), Summer B (even)												
BUS 8893	Graduate Business Seminar	Fall B, Spring B												
COURSE #	Concentration in Marketing Analytics (12 credit hours)													
BUS 8213	Quantitative Marketing Research	Fall B												
BUS 8283	Marketing Analytics	Spring B												
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 (36 minimum)	0	0	0	0	0	0	0	0	0	0	0	0