SODERQUIST COLLEGE OF BUSINESS

2024-2025 Academic Catalog

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 (21 credit hours + 3 choice 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, 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 #	Analytics Core (6 credit hours)													
DAT 6033	Foundations of Data Analytics I	Fall A												
DAT 6043	Foundations of Data Analytics II	Fall 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 (42 minimum)	0	0	0	0	0	0	0	0	0	0	0	0