

Course Map
WP Online – MBA Marketing Concentration

Start Date: Summer II, 2020

Students Who Get Some or No Foundation Courses Waived

Expedited Track – 16 months

7-Week Term	Course 1	Course 2	Course 3
Summer II 7/13/2020	ECON 6095 - Economic Analysis for Decision Makers* 1.5 credits	ACCT 6065 - Financial Accounting for Decision Makers* 1.5 credits	RPS 6100 - Influence, Persuasion and Negotiation Strategy 3 credits
Fall I 9/7/2020	FIN 6075 - Finance for Decision Makers* 1.5 credits	MGT 6045 - Fundamentals of Management* 1.5 credits	
Fall II 11/2/2020	MBA 6055 - Statistics for Decision Making* 1.5 credits	MKT 6085 - Marketing for Decision Making* 1.5 credits	FIN 6550 - Financial and Economic Global Strategy 3 credits
Spring I 1/25/2021	MGT 6050 - Business Analytics for Strategic Decision Making 3 credits	MKT 7900 - Consumer Behavior 3 credits	
Spring II 3/22/2021	MGT 6570 - Innovation, Strategy and Corporate Sustainability 3 credits	ENT 7300 - Marketing for Entrepreneurship 3 credits	
Summer I 5/17/2021	ENT 7600 - Innovation and New Product Development 3 credits		
Summer II 7/12/2021	MKT 7880 - Global Marketing 3 credits		
Fall I 9/6/2021	MBA 6700 - Integrated Learning Capstone 3 credits	MKT 7940 - Digital Marketing 3 credits	

* Unless waived based on prior coursework