

**Course Map**  
**WP Online – MBA Marketing Concentration**

Start Date: Summer II, 2020

Students Who Get Some or No Foundation Courses Waived  
 Standard Track – 26 months

<b>7-Week Term</b>	<b>Course 1</b>	<b>Course 2</b>
<b>Summer II 7/13/2020</b>	ECON 6095 - Economic Analysis for Decision Makers* 1.5 credits	ACCT 6065- Financial Accounting for Decision Makers* 1.5 credits
<b>Fall I 9/7/2020</b>	FIN 6075 - Finance for Decision Makers* 1.5 credits	MGT 6045- Fundamentals of Management* 1.5 credits
<b>Fall II 11/2/2020</b>	MBA 6055 - Statistics for Decision Making* 1.5 credits	MKT 6085- Marketing for Decision Making* 1.5 credits
<b>Spring I 1/25/2021</b>	RPS 6100 - Influence, Persuasion and Negotiation Strategy 3 credits	
<b>Spring II 3/22/2021</b>	MGT 6570 - Innovation, Strategy and Corporate Sustainability 3 credits	
<b>Summer I 5/17/2021</b>	FIN 6550 - Financial and Economic Global Strategy 3 credits	
<b>Summer II 7/12/2021</b>	MGT 6050 - Business Analytics for Strategic Decision Making 3 credits	
<b>Fall I 9/6/2021</b>	MKT 7940 - Digital Marketing 3 credits	
<b>Fall II 11/1/2021</b>	MKT 7960 - Marketing Strategy 3 credits	
<b>Spring I 1/24/2022</b>	ENT 7300 - Marketing for Entrepreneurship 3 credits	
<b>Spring II 3/21/2022</b>	ENT 7600 - Innovation and New Product Development 3 credits	
<b>Summer I 5/16/2022</b>	MBA 6700 - Integrated Learning Capstone 3 credits	
<b>Summer II 7/12/2022</b>	MKT 7880 - Global Marketing 3 credits	

\* Unless waived based on prior coursework