

Course Map
WP Online – MBA Marketing Concentration
 Start Date: Summer II, 2020
 Students Who Get All Foundation Courses Waived
 Standard Track – 20 months

7-Week Term	Course
Summer II 7/13/2020	RPS 6100 - Influence, Persuasion and Negotiation Strategy 3 credits
Fall I 9/7/2020	MGT 6570 - Innovation, Strategy and Corporate Sustainability 3 credits
Fall II 11/2/2020	FIN 6550 - Financial and Economic Global Strategy 3 credits
Spring I 1/25/2021	MGT 6050 - Business Analytics for Strategic Decision Making 3 credits
Spring II 3/22/2021	ENT 7300 - Marketing 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	MKT 7940 - Digital Marketing 3 credits
Fall II 11/1/2021	MKT 7960 - Marketing Strategy 3 credits
Spring I 1/24/2022	MBA 6700 - Integrated Learning Capstone 3 credits