

Degree Map

WP Online – MBA with Marketing Concentration

Start Date: Summer 2, 2023

Students Who Get Some or No Foundation Courses Waived

Expedited Track – 16 months

Summer II 2023	Fall I 2023	Fall II 2023	Spring I 2024	Spring II 2024	Summer I 2024	Summer II 2024	Fall I 2024
ECON 6095*- Economic Analysis for Decision Makers-1.5 credits	MGT 6045*- Fundamentals of Management-1.5 credits	MBA 6055*- Statistics for Decision Making-1.5 credits	ENT 7600- Innovation and New Product Development-3 credits	MKT 7960- Marketing Strategy-3 credits	FIN 6550- Financial and Economic Global Strategy-3 credits	MKT 7880- Global Marketing-3 credits	MBA 6700- Integrated Learning Capstone-3 credits
ACCT 6065*- Financial Accounting for Decision Makers-1.5 credits	FIN 6075*- Finance for Decision Makers-1.5 credits	MKT 6085*- Marketing for Decision Making-1.5 credits	MGT 6050- Business Analytics for Strategic Decision Making-3 credits	MGT 6570- Innovation, Strategy and Corporate Sustainability-3 credits	MKT 7900- Consumer Behavior-3 credits		MKT 7940- Digital Marketing-3 credits
RPS 6100- Influence, Persuasion and Negotiation Strategy-3 credits							

* Unless waived based on prior coursework