

Degree Map
WP Online – MBA with Marketing Concentration
 Start Date: Spring 1, 2024
 Students Who Get All Foundation Courses Waived
 Expedited Track – 12 months

Spring I 2024	Spring II 2024	Summer I 2024	Summer II 2024	Fall I 2024
RPS 6100-Influence, Persuasion and Negotiation Strategy- 3 credits	MKT 7960-Marketing Strategy- 3 credits	FIN 6550-Financial and Economic Global Strategy- 3 credits	MGT 6050-Business Analytics for Strategic Decision Making- 3 credits	MBA 6700-Integrated Learning Capstone- 3 credits
ENT 7600-Innovation and New Product Development- 3 credits	MGT 6570-Innovation, Strategy and Corporate Sustainability- 3 credits	MKT 7900-Consumer Behavior- 3 credits	MKT 7880-Global Marketing- 3 credits	MKT 7940-Digital Marketing- 3 credits

- Prerequisite courses, when applicable, must be taken or registered for in a prior session.
- MBA 6700 should be taken in one of the final two 7 week sessions of the program & requires a prerequisite override from your advisor.