

**Degree Map**  
**WP Online – MBA with Marketing Concentration**  
 Start Date: Spring 1, 2024  
 Students Who Get All Foundation Courses Waived  
 Standard Track – 20 months (Revised)

Spring I 2024	Spring II 2024	Summer I 2024	Summer II 2024	Fall I 2024	Fall II 2024	Spring I 2025	Spring II 2025	Summer I 2025	Summer II 2025
RPS 6100- Influence, Persuasion and Negotiation Strategy- 3 credits	MGT 6570- Innovation, Strategy and Corporate Sustainability- 3 credits	MKT 7900- Consumer Behavior- 3 credits	MGT 6050- Business Analytics for Strategic Decision Making- 3 credits	MKT 7940- Digital Marketing- 3 credits	ENT 7600- Innovation and New Product Development - 3 credits	FIN 6550- Financial and Economic Global Strategy- 3 credits	MKT 7960- Marketing Strategy- 3 credits	MBA 6700- Integrated Learning Capstone- 3 credits	MKT 7880- Global 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.