

**Degree Map**  
**WP Online – MBA with Marketing Concentration**  
 Start Date: Spring 2, 2024  
 Students Who Get All Foundation Courses Waived  
 Expedited Track – 12 months

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

- \*Course is only offered during this particular semester each academic year.
- \*\*Course is only offered once per academic year during this particular session.
- 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.