

Degree Map
WP Online – MBA with Marketing Concentration
 Start Date: Spring 2, 2024
 Students Who Get All Foundation Courses Waived
 Standard Track – 20 months (Revised)

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	Fall I 2025
RPS 6100- Influence, Persuasion and Negotiation Strategy- 3 credits	*MKT 7880- Global Marketing- 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	MGT 6570- Innovation, Strategy and Corporate Sustainability- 3 credits	**MKT 7900- Consumer Behavior- 3 credits	MBA 6700- Integrated Learning Capstone- 3 credits	*ENT 7300- Marketing for Entrepreneurship- 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.