

Degree Map
WP Online – MBA with Marketing Concentration

Start Date: Summer 2, 2024

Students Who Get Some or No Foundation Courses Waived

Standard Track – 26 months

Summer II 2024	Fall I 2024	Fall II 2024	Spring I 2025	Spring II 2025	Summer I 2025	Summer II 2025	Fall I 2025	Fall II 2025	Spring I 2026	Spring II 2026	Summer I 2026	Summer II 2026
*ECON 6095- Economic Analysis for Decision Makers- 1.5 credits	*MBA 6055- Statistics for Decision Making- 1.5 credits	*FIN 6075- Finance for Decision Makers- 1.5 credits	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	***MKT 7940- Digital Marketing- 3 credits	**ENT 7300- Marketing for Entrepreneurship- 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	MBA 6700- Integrated Learning Capstone- 3 credits
*ACCT 6065- Financial Accounting for Decision Makers- 1.5 credits	*MKT 6085- Marketing for Decision Making- 1.5 credits	*MGT 6045- Fundamentals of Management- 1.5 credits										

* Unless waived based on prior coursework

- **Course is only offered during this particular semester each academic year
- ***Course is only offered once per year academic year during this particular session
- ECON 6095 & ACCT 6065 are prerequisite courses to take FIN 6075.
- 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.