

## Degree Map

### WP Online – MBA with Marketing Concentration

Start Date: Spring 1, 2025

Students Who Get Some or No Foundation Courses Waived

Standard Track – 26 months

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	Fall I 2026	Fall II 2026	Spring I 2027
*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	ENT 7600 – Innovation Management in the Age of Artificial Intelligence – 3 credits	***MKT 7940 - Digital Marketing – 3 credits	**ENT 7300 - Marketing for Entrepreneurship – 3 credits	RPS 6100 - Influence, Persuasion and Negotiation Strategy – 3 credits	***MKT 7960 - Marketing Strategy – 3 credits	***MKT 7900 - Consumer Behavior – 3 credits	FIN 6550 - Financial and Economic Global Strategy – 3 credits	MGT 6570 - Innovation, Strategy and Corporate Sustainability – 3 credits	MGT 6050 - Business Analytics for Strategic Decision Making – 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 semester each academic year
- \*\*\*Course is only offered once per year academic year during this 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 – (Brian Grzymkowski, grzymkowskib@wpunj.edu)