

UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS



MBA MARKETING

The Master of Business Administration program in Marketing provides you with the breadth of a traditional MBA coupled with the ability to specialize in Marketing. The curriculum is designed to provide you with an excellent conceptual foundation and managerial skills. You can choose a full-time or part-time program leading to the MBA. Career opportunities after you complete the MBA program through the Department of Marketing and Logistics are abundant. An MBA in Marketing supports growth and development from two perspectives. One, if you have an established career path, the Marketing concentration provides you the opportunity to gain the broader, more general perspective necessary for promotion to leading managerial positions. Two, if you are preparing for the business world, the combination of an undergraduate degree with an MBA in Marketing provides an excellent foundation for additional career opportunities.

CAREER POSSIBILITIES

Account Manager | Advertising Executive | Assistant or Senior Product Manager | Associate Brand Manager | Brand Manager | Buyer | Customer Affairs Manager | Director of Business Development | Merchandising Analyst | Market Researcher | Marketing Consultant

DEGREE REQUIREMENTS

CORE COURSES (24 HOURS)

ACCT 5130 (3 hrs.) Accounting for Management
DSCI 5180 (3 hrs.) Analytics Foundations for Business
FINA 5170 (3 hrs.) Financial Management
MKTG 5150 (3 hrs.) Marketing Management
MGMT 5140 (3 hrs.) Organizational Behavior and Analysis
BCIS 5150 (3 hrs.) Leveraging IT for Business
MGMT 5710 (3hrs.) Seminar in Ethics and Social Responsibility
MGMT 5190 (3 hrs.) Administrative Strategy (last semester)

REQUIRED COURSES (9 HOURS)

MKTG 5200 (3 hrs.) Consumer Behavior
MKTG 5240 (3 hrs.) Marketing Metrics for Managers
If previously completed MKTG 3700 at UNT, see advisor for options.
MKTG 5250 (3 hrs.) Advanced Marketing Research and Analytics

SUPPORTING COURSES (3 HOURS SELECTED FROM)

MKTG 5400 (3 hrs.) Product Planning & Brand Management
MKTG 5550 (3 hrs.) Decision Making in Global Markets

MKTG 5620 (3 hrs.) Marketing in a Digital Age

REQUIRED BACKGROUND MODULE

Accounting Foundations

If a student is deficient in this background requirement, this module can be completed through an online self-paced platform. The G. Brint Ryan College of Business Graduate Programs Office works with students to determine if this background module will be necessary or strongly recommended.

READY TO APPLY? NEED TO GET ADVISED?

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAMS OFFICE AT RCoBMasters@unt.edu OR CALL 940-369-8977

COURSE #	COURSE NAME	PROPOSED SCHEDULE OF COURSE OFFERINGS		
		FALL	SPRING	SUMMER
CORE COURSES (24 HOURS)				
ACCT 5130	ACCOUNTING FOR MANAGEMENT <i>(Prerequisite: Accounting Foundations)</i>	✓	✓	✓
DSCI 5180	ANALYTICS FOUNDATIONS FOR BUSINESS	✓	✓	✓
FINA 5170	FINANCIAL MANAGEMENT <i>(Prerequisites: Accounting Foundations & DSCI 5180)</i>	✓	✓	✓
MKTG 5150	MARKETING MANAGEMENT	✓	✓	✓
MGMT 5140	ORGANIZATIONAL BEHAVIOR AND ANALYSIS	✓	✓	✓
BCIS 5150	LEVERAGING IT FOR BUSINESS	✓	✓	✓
MGMT 5710	SEMINAR IN ETHICS AND SOCIAL RESPONSIBILITY	✓	✓	✓
MGMT 5190	ADMINISTRATIVE STRATEGY <i>Course is taken in your last semester.</i>	✓	✓	✓
REQUIRED COURSES (9 HOURS)				
MKTG 5200	CONSUMER BEHAVIOR	✓	✓	
MKTG 5240	MARKETING METRICS FOR MANAGERS <i>(Prerequisite: MKTG 5150) (If previously completed MKTG 3700 at UNT, see advisor for options.)</i>	✓	✓	
MKTG 5250	ADVANCED MARKETING RESEARCH AND ANALYTICS <i>(Prerequisites: MKTG 5150, DSCI 5180 Concurrently)</i>		✓	
SUPPORTING COURSES (3 HOURS SELECTED FROM)				
MKTG 5400	PRODUCT PLANNING AND BRAND MANAGEMENT <i>(Prerequisite: MKTG 5150)</i>	✓	✓	
MKTG 5550	DECISION MAKING IN GLOBAL MARKETS <i>(Prerequisite: MKTG 5150)</i>	✓	✓	
MKTG 5620	MARKETING IN A DIGITAL AGE	✓	✓	