

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.) Intro to the Business Decision Process
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
BUSI 5190 (3 hrs.) Administrative Strategy (last semester)

REQUIRED COURSES (9 HOURS SELECTED FROM)

MKTG 5200 (3 hrs.) Consumer Behavior
MKTG 5250 (3 hrs.) Advanced Marketing Research and Analytics
MKTG 5240 (3 hrs.) Marketing Metrics for Managers

SUPPORTING COURSES (3 HOURS SELECTED FROM)

MKTG 5550 (3 hrs.) Decision Making in Global Markets
MKTG 5560 (3 hrs.) Retailing and Marketing Channels

BACKGROUND COURSES/CONTENT

Accounting Foundations
Business Law

Deficiencies can be completed through Ivy Software and Responsive.net. The G. Brint Ryan College of Business Graduate Programs Office works with students to determine if background courses will be necessary or strongly recommended.

READY TO APPLY? NEED TO GET ADVISED?

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAM'S 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>(Prerequisites: Acct. Foundations)</i> | ✓ | ✓ | ✓ |
| DSCI 5180 | INTRODUCTION TO THE BUSINESS DECISION PROCESS | ✓ | ✓ | ✓ |
| FINA 5170 | FINANCIAL MANAGEMENT <i>(Prerequisites: Acct. Foundations & DSCI 5180)</i> | ✓ | ✓ | ✓ |
| MKTG 5150 | MARKETING MANAGEMENT <i>(Prerequisites: ACCT 5130)</i> | ✓ | ✓ | ✓ |
| MGMT 5140 | ORGANIZATIONAL BEHAVIOR AND ANALYSIS | ✓ | ✓ | ✓ |
| BCIS 5150 | LEVERAGING IT FOR BUSINESS | ✓ | ✓ | ✓ |
| MGMT 5710 | SEMINAR IN ETHICS AND SOCIAL RESPONSIBILITY | ✓ | ✓ | ✓ |
| BUSI 5190 | ADMINISTRATIVE STRATEGY <i>This course is taken in your last term. Request enrollment: https://cob.unt.edu/masters/request-busi-5190-enrollment</i> | ✓ | ✓ | ✓ |
| REQUIRED COURSES (9 HOURS) | | | | |
| MKTG 5200 | CONSUMER BEHAVIOR | ✓ | ✓ | |
| MKTG 5250 | ADVANCED MARKETING RESEARCH AND ANALYTICS <i>(Prerequisites: MKTG 5150, DSCI 5180 Concurrently)</i> | | ✓ | |
| MKTG 5240 | MARKETING METRICS FOR MANAGERS <i>(Prerequisite: MKTG 5150)</i> | ✓ | ✓ | |
| SUPPORTING COURSES (3 HOURS SELECTED FROM) | | | | |
| MKTG 5550 | DECISION MAKING IN GLOBAL MARKETS <i>(Prerequisites: MKTG 5150)</i> | | ✓ | |
| MKTG 5560 | RETAILING AND MARKETING CHANNELS | | | ✓ |