

UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS



MBA MARKETING (2019-2020)

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 | Manager, Logistics Planning | Market Researcher | Marketing Consultant | Merchandising Analyst | Merchandising Specialist/Manager | MIS Project Leader | New Product Manager | Public Relations Representative | Purchasing Agent | Research Analyst | Retail Marketing Manger | Sales Manger

COURSE REQUIREMENTS

CORE COURSES (18 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
BUSI 5190 (3 hrs.) Administrative Strategy (last semester)

REQUIRED COURSES (15 HOURS)

MKTG 5200 (3 hrs) Customer Behavior
MKTG 5250 (3 hrs) Advanced Marketing Research and Analytics(UNT undergraduate marketing majors will take MKTG 5250 in place of MKTG 5150)
MKTG 5260 (3 hrs) Marketing Metrics for Managers
MKTG 5550 (3 hrs) Decision Making in Global Markets
MKTG 5560 (3 hrs) Channel and Retailing Strategy (Must be taken in final semester)

ELECTIVE COURSE (3 HOURS)

One 3 hour 5XXX course selected in consultation with the departmental advisor, and must be outside of the marketing discipline.

BACKGROUND COURSES/CONTENT

Background content includes:

- » Micro and Macro Economics
- » Financial and Managerial Accounting
- » Business Law
- » Calculus

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

READY TO APPLY? NEED TO GET ADVISED?

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAM'S OFFICE
AT MBACOB@UNT.EDU OR CALL 940-369-8977

MBA MARKETING

COURSE NUMBER	COURSE NAME	PROPOSED SCHEDULE OF COURSE OFFERINGS		
		FALL	SPRING	SUMMER

MBA CORE COURSES (18 HOURS)

ACCT	5130	ACCOUNTING FOR MANAGEMENT <i>(Prerequisites: Financial & Managerial Acct, Economics, Calculus)</i>	16W (FRISCO) 8W2 (ONLINE)	16W (DENTON) 8W1 (ONLINE)	
DSCI	5180	INTRODUCTION TO THE BUSINESS DECISION PROCESS	8W1 (DENTON) 16W (DENTON)	16W (FRISCO) 8W1 (ONLINE)	5W1 (ONLINE)
FINA	5170	FINANCIAL MANAGEMENT <i>(Prerequisites: Financial & Managerial Acct)</i>	16W (DENTON) 16W (ONLINE) 8W1 (ONLINE)	16W (DENTON) 16W (FRISCO)	5W2 (DENTON) 5W1 (ONLINE)
MGMT	5140	ORGANIZATIONAL BEHAVIOR AND ANALYSIS	16W (FRISCO) 8W1 (ONLINE) 8W2 (ONLINE)	16W (FRISCO) 8W1 (ONLINE) 8W2 (ONLINE) 3W (WINTER)	3W1 (ONLINE) 5W1 (ONLINE)
MKTG	5150	MARKETING MANAGEMENT <i>(Prerequisites: Financial & Managerial Acct)</i>	16W (DENTON) 16W (FRISCO)	16W (DENTON) 8W1 (ONLINE) 8W2 (ONLINE)	10W (ONLINE)
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>	8W1 (ONLINE)	8W1 (ONLINE) 3W (WINTER)	5W2 (ONLINE)

REQUIRED COURSES (15 HOURS)

MKTG	5200	CUSTOMER BEHAVIOR	8W1 (ONLINE)	8W1 (ONLINE)	
MKTG	5250	ADVANCED MARKETING RESEARCH AND ANALYTICS <i>(Prerequisites: MKTG 5150; DSCI 5180 (may be taken concurrently))</i>	8W2 (ONLINE)	8W2 (ONLINE)	
MKTG	5260	MARKETING METRICS FOR MANAGERS <i>(Prerequisite: MKTG 5150)</i>	8W1 (ONLINE)	8W2 (ONLINE)	
MKTG	5550	GLOBAL MARKETING <i>(Prerequisite: MKTG 5150)</i>		8W1 (ONLINE)	10W (ONLINE)
MKTG	5560	CHANNEL AND RETAILING STRATEGY	8W2 (ONLINE)		10W (ONLINE)

ELECTIVE COURSE (3 HOURS)

		One 3 hour 5XXX course within RCOB selected in consultation with the departmental advisor.			
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