# UNT College of Business
## MBA Marketing
### (Accelerated Online Program)

<table>
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<tr>
<th>Course Number</th>
<th>Course Name</th>
<th>Proposed Schedule of Course Offerings</th>
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<td>Fall</td>
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<tr>
<td><strong>MBA CORE COURSES (18 hours)</strong></td>
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</table>
| ACCT 5130 | Accounting for Management  
(Prerequisites: ACCT 5020, ECON 5000, DSCI 5010, MATH 1190 (or calculus)) | 16W (Frisco)  
8W2 (Online) | 16W (UNT)  
8W1 (Online) | |
| DSCI 5180 | Introduction to the Business Decision Process  
(Prerequisites: DSCI 5010 or equivalent) | 8W1 (Online)  
16W (UNT) | 16W (UNT)  
8W1 (Online) | 5W1 (Online) |
| FINA 5170 | Financial Management  
(Prerequisites: ACCT 5020, FINA 5040, ECON 5000, MATH 1190 (or calculus), BCIS 5090, DSCI 5010 or equivalent) | 16W (UNT)  
8W1 (Online) | 16W (UNT)  
16W (Frisco)  
8W1 (Online) | 5W2 (UNT)  
5W1 (Online) |
| MGMT 5140 | Organizational Behavior and Analysis | 16W (Frisco)  
8W1 (Online)  
8W2 (Online) | 16W (UNT)  
16W (Frisco)  
8W1 (Online) | 3W1 (Online)  
5W1 (Online) |
| MKTG 5150 | Marketing Management  
(Prerequisites: MKTG 3650 OR MKTG 5000, ACCT 5020; or consent of depart- | 16W (UNT)  
16W (Frisco)  
8W1 (Online) | 16W (UNT)  
8W1 (Online) | 10WK (Online) |
| BUSI 5190 | Administrative Strategy (This course is taken in your last term)  
Request enrollment [https://cob.unt.edu/masters/request-busi-5190-enrollment](https://cob.unt.edu/masters/request-busi-5190-enrollment) | 8W1 (Online) | 16W (UNT)  
8W1 (Online) | 5W2 (Online) |
| **CONCENTRATION COURSES (15 hours)** | | | | |
| MKTG 5200 | Consumer Behavior | 8W1 (Online) | 8W1 (Online) | |
| MKTG 5250 | Advanced Marketing Research and Analytics  
(Prerequisites: MKTG 5150; DSCI 5180 (may be taken concurrently) | 8W2 (Online) | 8W2 (Online) | |
| MKTG 5260 | Marketing Metrics for Managers  
(Prerequisite: MKTG 5150) | 8W1 (Online) | 8W2 (Online) | |
| MKTG 5550 | Global Marketing  
(Prerequisite: MKTG 5150) | 8W1 (Online) | (Online) | |
| MKTG 5560 | Channel and Retailing Strategy | 8W2 (Online) | (Online) | |
| **ELECTIVE COURSE (3 hours select from)** | | | | |
| OPSM 5840 | Operations Management | 8W2 (Online) | 8W2 (Online) | |
| OPSM 5850 | Strategic Sourcing | 8W1 (Online) | (Online) | |
| MGMT 5760 | Strategic Management | 8W1 (Online) | 8W1 (Online) | |
| MGMT 5870 | Leadership Research and Development | 8W2 (Online) | | |
| LSCM 5870 | Supply Chain Management | 8W2 (Online) | (Online) | |

## Background Courses/Content

The College of Business Graduate Programs Office works with students to determine if background deficiency courses will be necessary. Background content might include Financial and Managerial Accounting, Business Information Systems, Statistics, Business Law, Finance, Marketing, Micro and Macro Economics, Operations Management and Calculus. Deficiencies can be completed via traditional academic coursework or through Ivy Software and Responsive.net. Ivy Software and Responsive.net deliver self-paced online learning modules that provide the needed background content without the need to formally enrolling in courses at UNT. For more information go to [cob.unt.edu/background](http://cob.unt.edu/background).

*All attempts will be made to offer courses as per the schedule presented above. However, resources constraints and other contingencies may require minor adjustments in course offerings. This is provided to serve as a guide and is subject to change. Please use UNT’s Searchable Database (available at [http://registrar.unt.edu/registration](http://registrar.unt.edu/registration)) for information and other offerings of these courses.*

## Questions or Ready to Apply?

Contact a staff member in the College of Business Graduate Program’s Office. MBACOB@unt.edu / 940-369-8977