

# UNT 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. Or, 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 (9 HOURS)

MKTG 5250 (3 hrs) Advanced Marketing Research and Analytics  
*(Undergraduate marketing majors will take MKTG 5250 in place of MKTG 5150; an additional course will be chosen)*  
MKTG 5850 (3 hrs) Effective MKTG Planning in Dynamic Environments *(Must be taken in final semester)*

#### SUPPORTING COURSE (9 HOURS SELECTED FROM)

MKTG 5200 (3 hrs) Customer Behavior  
MKTG 5550 (3 hrs) Decision Making in Global Markets  
LSCM 5300 (3 hrs) Strategic Supply Chain Management  
LSCM 5560 (3 hrs) Strategic Logistics Management

#### ELECTIVE COURSE (3 HOURS)

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



### QUESTIONS OR READY TO APPLY?

Contact a staff member in the College of Business Graduate Program's Office. [MBACOB@unt.edu](mailto:MBACOB@unt.edu) / 940-369-8977

### 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).

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Course Number		Course Name	Proposed Schedule of Course Offerings		
			Fall	Spring	Summer
<b>MBA CORE COURSES (18 hours)</b>					
ACCT	5130	Accounting for Management	16W (Frisco) 8W2 (Online)	16W (UNT) 8W1 (Online)	
DSCI	5180	Introduction to the Business Decision Process	8W1 (Online)	16W (Frisco) 8W1 (Online)	5W1 (Online)
FINA	5170	Financial Management	16W (UNT) 8W1 (Online)	16W (UNT) 16W (Frisco)	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	16W (UNT) 16W (Frisco)	16W (UNT) 8W1 (Online)	10WK (Online)
BUSI	5190	Administrative Strategy (This course is taken in your last term) Request enrollment <a href="https://cob.unt.edu/masters/request-busi-5190-enrollment">https://cob.unt.edu/masters/request-busi-5190-enrollment</a>	8W1 (Online)	16W (UNT) 8W1 (Online)	5W2 (Online)
<b>REQUIRED AND SUPPORTING COURSES (6 hours)</b>					
MKTG	5250	Advanced Marketing Research and Analytics	16W (Online)		
MKTG	5850	Effective MKTG Planning in Dynamic Environments	16W (UNT)	16W (Online)	
<b>SUPPORTING COURSES (9 hours selected from)</b>					
MKTG	5200	Customer Behavior	16W (Online)	16W (UNT) 16W (Online)	
MKTG	5550	Decision Making in Global Markets		16W (Online)	
LSCM	5300	Strategic Supply Chain Management	16W (Online)	16W (Online)	10W (UNT)
LSCM	5560	Strategic Logistics Management	16W (UNT)	16W (UNT)	
<b>ELECTIVE COURSE (3 hours)</b>					
		One 3 hour 5XXX course selected in consultation with the departmental advisor, and must be outside of the marketing discipline.			

\*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>) for information and other offerings of these courses.