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 Manager | Sales Manager

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**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.

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**QUESTIONS OR READY TO APPLY?**
Contact a staff member in the College of Business Graduate Program’s Office. MBACOB@unt.edu / 940-369-8977

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**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 Macroeconomics, 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 enroll in courses at UNT. For more information go to cob.unt.edu/background.
**MBA CORE COURSES (18 hours)**

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Name</th>
<th>Proposed Schedule of Course Offerings</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 5130</td>
<td>Accounting for Management</td>
<td>16W (Frisco) 8W2 (Online) 16W (UNT) 8W1 (Online)</td>
</tr>
<tr>
<td>DSCI 5180</td>
<td>Introduction to the Business Decision Process</td>
<td>8W1 (Online) 16W (Frisco) 8W1 (Online) 5W1 (Online)</td>
</tr>
<tr>
<td>FINA 5170</td>
<td>Financial Management</td>
<td>16W (UNT) 8W1 (Online) 16W (UNT) 16W (Frisco) 5W2 (UNT) 5W1 (Online)</td>
</tr>
<tr>
<td>MGMT 5140</td>
<td>Organizational Behavior and Analysis</td>
<td>16W (Frisco) 8W1 (Online) 8W2 (Online)</td>
</tr>
<tr>
<td>MKTG 5150</td>
<td>Marketing Management</td>
<td>16W (UNT) 16W (Frisco) 16W (UNT) 8W1 (Online)</td>
</tr>
<tr>
<td>BUSI 5190</td>
<td>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></td>
<td>8W1 (Online) 16W (UNT) 8W1 (Online) 5W2 (Online)</td>
</tr>
</tbody>
</table>

**REQUIRED AND SUPPORTING COURSES (6 hours)**

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Name</th>
<th>Proposed Schedule of Course Offerings</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 5250</td>
<td>Advanced Marketing Research and Analytics</td>
<td>16W (Online)</td>
</tr>
<tr>
<td>MKTG 5850</td>
<td>Effective MKTG Planning in Dynamic Environments</td>
<td>16W (UNT) 16W (Online)</td>
</tr>
</tbody>
</table>

**SUPPORTING COURSES (9 hours selected from)**

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>MKTG 5200</td>
<td>Customer Behavior</td>
<td>16W (Online)</td>
</tr>
<tr>
<td>MKTG 5550</td>
<td>Decision Making in Global Markets</td>
<td>16W (Online)</td>
</tr>
<tr>
<td>LSCM 5300</td>
<td>Strategic Supply Chain Management</td>
<td>16W (Online) 16W (UNT) 10W (UNT)</td>
</tr>
<tr>
<td>LSCM 5560</td>
<td>Strategic Logistics Management</td>
<td>16W (UNT)</td>
</tr>
</tbody>
</table>

**ELECTIVE COURSE (3 hours)**

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

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*All attempts will be made to offer courses as per the schedule presented above. However, resource 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.*