

UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS

MBA MARKETING (2021-2022)

G. BRINT RYAN
COLLEGE
OF BUSINESS

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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

COURSE 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 (3 hrs.) Seminar in Ethics and Social Responsibility
BUSI 5190 (3 hrs.) Administrative Strategy (last semester)

REQUIRED COURSES (CHOOSE 12 HOURS)

MKTG 5200 (3 hrs.) Consumer Behavior
MKTG 5250 (3 hrs.) Advanced Marketing Research and Analytics
MKTG 5260 (3 hrs.) Marketing Metrics for Managers
MKTG 5550 (3 hrs.) Decision Making in Global Markets
MKTG 5560 (3 hrs.) Retailing and Marketing Channels

REQUIRED BACKGROUND CONTENT INCLUDES:

- » Econ and Finance Foundations
- » Accounting Foundations
- » Business Law
- » Quantitative Foundations

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.

While not required, students without academic backgrounds in business computer information systems, statistics, finance or marketing are encouraged to complete courses delivered through our online partners.

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

MBA MARKETING

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

CORE COURSES (24 HOURS)

ACCT	5130	Accounting for Management <small>(Prerequisites: Acct Foundations, Econ, Quantitative Foundations)</small>	✓ ONLINE ✓ FRISCO	✓ ONLINE ✓ DENTON	✓ ONLINE
DSCI	5180	Intro to the Business Decision Process	✓ ONLINE ✓ DENTON	✓ ONLINE ✓ FRISCO	✓ ONLINE
FINA	5170	Financial Management <small>(Prerequisites: Accounting Foundations & DSCI 5180)</small>	✓ ONLINE ✓ DENTON ✓ FRISCO	✓ DENTON ✓ FRISCO	✓ ONLINE
MKTG	5150	Marketing Management <small>(Prerequisites: ACCT 5130)</small>	✓ ONLINE ✓ FRISCO	✓ ONLINE	✓ ONLINE
MGMT	5140	Organizational Behavior and Analysis	✓ ONLINE ✓ FRISCO	✓ ONLINE ✓ FRISCO	✓ ONLINE
BCIS	5150	Leveraging IT for Business	✓ DENTON	✓ ONLINE	✓ ONLINE
MGMT	5710	Seminar in Ethics and Social Responsibility	✓ ONLINE	✓ ONLINE	✓ ONLINE
BUSI	5190	Administrative Strategy <small>Taken in last term. Request enrollment: cob.unt.edu/masters/request-busi-5190-enrollment</small>	✓ ONLINE	✓ ONLINE	✓ ONLINE

REQUIRED COURSES (9 HOURS)

MKTG	5200	Consumer Behavior	✓ ONLINE		
MKTG	5250	Advanced Marketing Research & Analytics <small>(pre req- MKTG 5150, DSCI 5180 concurrently)</small>	✓ ONLINE		
MKTG	5260	Marketing Metrics for Managers		✓ ONLINE	

SUPPORTING COURSES (SELECT 3 HOURS)

MKTG	5550	Decision Making in Global Markets <small>(pre req- MKTG 5150)</small>		✓ ONLINE	
MKTG	5560	Retailing and Marketing Channels			✓ ONLINE