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

**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 Management
- MKTG 5250 (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 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.
<table>
<thead>
<tr>
<th>COURSE NUMBER</th>
<th>COURSE NAME</th>
<th>PROPOSED SCHEDULE OF COURSE OFFERINGS</th>
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<tbody>
<tr>
<td></td>
<td><strong>MBA MARKETING</strong></td>
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<td><strong>COURSE NUMBER</strong></td>
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<tr>
<td></td>
<td>5130</td>
<td>ACCOUNTING FOR MANAGEMENT (Prerequisites: Financial &amp; Managerial Acct, Economics, Calculus)</td>
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<tr>
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<td>5180</td>
<td>INTRODUCTION TO THE BUSINESS DECISION PROCESS</td>
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<td>5170</td>
<td>FINANCIAL MANAGEMENT (Prerequisites: Financial &amp; Managerial Acct)</td>
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<td>5140</td>
<td>ORGANIZATIONAL BEHAVIOR AND ANALYSIS</td>
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<td></td>
<td>5150</td>
<td>MARKETING MANAGEMENT (Prerequisites: Financial &amp; Managerial Acct)</td>
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<tr>
<td></td>
<td>5190</td>
<td>ADMINISTRATIVE STRATEGY (This course is taken in your last term) <a href="https://cob.unt.edu/masters/request-busi-5190-enrollment">Request enrollment</a></td>
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<tr>
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<td><strong>REQUIRED COURSES (15 HOURS)</strong></td>
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<td></td>
<td>5200</td>
<td>CUSTOMER BEHAVIOR</td>
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<tr>
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<td>5250</td>
<td>ADVANCED MARKETING RESEARCH AND ANALYTICS (Prerequisites: MKTG 5150; DSCI 5180; may be taken concurrently)</td>
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<tr>
<td></td>
<td>5260</td>
<td>MARKETING METRICS FOR MANAGERS (Prerequisite: MKTG 5150)</td>
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<td></td>
<td>5550</td>
<td>GLOBAL MARKETING (Prerequisite: MKTG 5150)</td>
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</tbody>
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One 3 hour SXXX course within RCOB selected in consultation with the departmental advisor.