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 (Prerequisites: Act, Foundations, Econ, Quantitative Foundations) | ✓ ONLINE ✓ FRISCO ✓ ONLINE ✓ DENTON ✓ ONLINE | ✓ ONLINE ✓ FRISCO ✓ ONLINE ✓ DENTON ✓ ONLINE | ✓ ONLINE ✓ FRISCO ✓ ONLINE ✓ DENTON ✓ ONLINE |
DSCI 5180 | Intro to the Business Decision Process | ✓ ONLINE ✓ DENTON ✓ ONLINE ✓ FRISCO ✓ ONLINE | ✓ ONLINE ✓ DENTON ✓ ONLINE ✓ FRISCO ✓ ONLINE | ✓ ONLINE ✓ DENTON ✓ ONLINE ✓ FRISCO ✓ ONLINE |
FINA 5170 | Financial Management (Prerequisites: Accounting Foundations & DSCI 5180) | ✓ ONLINE ✓ DENTON ✓ ONLINE ✓ FRISCO ✓ ONLINE | ✓ ONLINE ✓ DENTON ✓ ONLINE ✓ FRISCO ✓ ONLINE | ✓ ONLINE ✓ DENTON ✓ ONLINE ✓ FRISCO ✓ ONLINE |
MKTG 5150 | Marketing Management (Prerequisites: ACCT 5130) | ✓ ONLINE ✓ FRISCO ✓ ONLINE ✓ FRISCO ✓ ONLINE | ✓ ONLINE ✓ FRISCO ✓ ONLINE ✓ FRISCO ✓ ONLINE | ✓ ONLINE ✓ FRISCO ✓ ONLINE ✓ FRISCO ✓ ONLINE |
MGMT 5140 | Organizational Behavior and Analysis | ✓ ONLINE ✓ DENTON ✓ ONLINE ✓ FRISCO ✓ ONLINE | ✓ ONLINE ✓ DENTON ✓ ONLINE ✓ FRISCO ✓ ONLINE | ✓ ONLINE ✓ DENTON ✓ ONLINE ✓ FRISCO ✓ ONLINE |
BCIS 5150 | Leveraging IT for Business | ✓ DENTON ✓ ONLINE ✓ ONLINE ✓ FRISCO ✓ ONLINE | ✓ DENTON ✓ ONLINE ✓ ONLINE ✓ FRISCO ✓ ONLINE | ✓ DENTON ✓ ONLINE ✓ ONLINE ✓ FRISCO ✓ ONLINE |
MGMT 5710 | Seminar in Ethics and Social Responsibility | ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE | ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE | ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE |
BUSI 5190 | Administrative Strategy<br>Taken in last term. Request enrollment: cob.unt.edu/masters/request-busi-5190-enrollment | ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE | ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE | ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE ✓ ONLINE |
### REQUIRED COURSES (9 HOURS)
MKTG 5200 | Consumer Behavior | ✓ ONLINE | ✓ ONLINE | ✓ ONLINE |
MKTG 5250 | Advanced Marketing Research & Analytics<br>(pre req: MKTG 5150, DSCI 5180 concurrently) | ✓ ONLINE | ✓ ONLINE | ✓ ONLINE |
MKTG 5260 | Marketing Metrics for Managers | ✓ ONLINE | ✓ ONLINE | ✓ ONLINE |
### SUPPORTING COURSES (SELECT 3 HOURS)
MKTG 5550 | Decision Making in Global Markets<br>(pre req: MKTG 5150) | ✓ ONLINE | ✓ ONLINE | ✓ ONLINE |
MKTG 5560 | Retailing and Marketing Channels | ✓ ONLINE | ✓ ONLINE | ✓ ONLINE |