

**MASTER OF BUSINESS ADMINISTRATION:  
MARKETING CONCENTRATION**  
(36 - 45 credits / 12 - 15 courses)

Full-time/ Part-time/ Accelerated Online  
Effective September 2024

**Pre-Program Foundation Courses (0 - 15 Credits / 0 - 5 Courses)**

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
GR 521	Managerial Statistics	None
GR 522	Economic Environment of the Firm	None
GR 523	Marketing Management	None
GR 524	Accounting for Decision Making	None
GR 525	Financial Statement Analysis for Decision Making	GR 524 or AC 611

*Students may be waived from 3 Foundation Courses without being required to add electives. If 4 Foundation Courses are waived, 1 added elective is required. If 5 Foundation Courses are waived, 2 added electives are required.*

**Core Courses (18 credits / 6 courses)**

GR 601	Strategic IT Alignment	All foundation courses
GR 602	Business Process Management	All foundation courses
GR 603	Leading Responsibly	None
GR 604	Global Strategy	All foundation courses
GR 606	Designing for the Value Chain	All foundation courses
GR 645	Law, Ethics & Social Responsibility	None

**Marketing Concentration (12 Credits/ 4 Courses)**

**Concentration Requirement**

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
MK 612	Strategic Marketing	GR 523
MK 726	Customer Data Analysis and Relationship Marketing	Pre- or co-req GR 523

Select two of the following:

MK 701	Internship in Marketing Practice	Two 600+ MK courses
MK 711	Marketing Research and Analysis	GR 521 and pre- or co-req GR 523
MK 712	Consumer and Buyer Behavior	GR 523
MK 713	Marketing Promotion and Communication	GR 523

MK 715	New Products: Planning, Developing and Marketing	GR 523
MK 716	International Marketing	GR 523
MK 718	Marketing of Services	GR 523
MK 725	E-Marketing	GR 523
MK 735	Marketing for Corporate Immersion	GR 523
MK 755	Special Topics in Marketing	Varies by topic
MK 758	Enhancing Creativity	None
GBE 790	Global Business Experience	Requires approval from concentration advisor

# Academic Planner: Master of Business Administration Marketing Concentration

This worksheet is intended to help you plan your course enrollments to be sure that they align with the Master Business Administration curriculum. Use this worksheet along with Degree Works to track your progress toward program completion.

Please note in order to graduate students must:

- Complete all degree requirements within five years
- Earn a minimum of 2.7 cumulative GPA

Advising Guidance:

- Only foundation courses may be waived. Insert a “W” under the Waiver/Substitution column. Students may be waived from 3 Foundation Courses without being required to add electives. If 4 Foundation Courses are waived, 1 added elective is required. If 5 Foundation Courses are waived, 2 added electives are required.
- No more than 4 MK electives may be taken. All electives must be at the 600-level or higher.
- All course prerequisites must be satisfied. Please note that the stated prerequisites of a course may also have a prerequisite that must be satisfied.
- Asynchronous (AL) sections are reserved for Accelerated Online MBA students with a limited number of seats open to students in other programs two weeks after enrollment begins.
- Refer to the [Graduate Catalog](#) for guidance about when classes are typically offered.

Name:

Matriculation Date:

Bentley ID:

Anticipated Completion Date:

Course Number & Title	Credits	Summer	Fall	Spring	Waiver/Substitution
<b>Foundation Courses (0-15 Credits / 0-5 Courses)</b>					
GR 521 Managerial Statistics	3				
GR 522 Economic Environment of the Firm	3				
GR 523 Marketing Management	3				
GR 524 Accounting for Decision Making	3				
GR 525 Financial Statement Analysis for Decision Making	3				
<b>Core Courses (18 Credits / 6 Courses)</b>					
GR 601 Strategic IT Alignment	3				
GR 602 Business Process Management	3				
GR 603 Leading Responsibly	3				
GR 604 Global Strategy	3				
GR 606 Designing for the Value Chain	3				
GR 645 Law, Ethics & Social Responsibility	3				
<b>Marketing Concentration Courses (12 Credits / 4 Courses)</b>					
1. MK 612 Strategic Marketing	3				
2. MK 726 Customer Data Analysis and Relationship Marketing	3				
3.	3				
4.	3				
<b>Elective Course(s) Due to Waiver (3-6 credits / 1-2 Courses). ONLY if waived for 4 or 5 pre-program foundation courses.</b>					
1.					
2.					
<b>Total Credits:</b>					