



Master of Business Administration (MBA) – emphasis in Marketing

<u>I. Core Courses</u> (27 semester hours required)	<u>Total Semester Hours Earned</u>
MBA 610 Managing Information Systems in a Global Economy	(3)
MBA 620 Managerial Accounting: A Management Perspective	(3)
MBA 630 Managing & Leading Individuals & Groups in Organizations	(3)
MBA 640 Data Analysis for Managers	(3)
MBA 650 Marketing-Based Management	(3)
MBA 660 Global Business & Sustainability	(3)
MBA 670 Financial Analysis & Risk Management	(3)
MBA 680 Global Economic Environment	(3)
MBA 690 Strategic Management: Integrative Perspective	(3)
	I. 27
<u>II. Emphasis Courses</u> (9 semester hours required)	<u>Total Semester Hours Earned</u>
BUS 619 Voice of the Customer	(3)
MKT 555 Market and Sales Forecasting	(3)
MKT 560 International Marketing	(3)
	II. 9
III. Total hours for MBA Degree	III. 36

The MBA classes can be taken in any order, with the exception of MBA 690 which has prerequisites (MBA 620, 650, 660 & 670). Ideally, students begin with the lower numbered MBA courses and work their way through the program in numerical order; however, classes can be taken as they are convenient for you. It is also recommended that you take a semester or two of MBA core classes before registering for your selected emphasis courses. Please note that the MBA core classes are offered during each semester, while the associated emphasis courses may only be offered in a particular semester or term each year.

*This document represents a comprehensive outline of the courses required for your degree. In order to obtain an official degree plan, please visit your degree progress portal in CentralLink. Your academic advisor is Pamela Stambersky (stamb1pj@cmich.edu).