

Master of Business Administration (MBA)
Business Studies with a concentration in
Marketing Analytics

Effective Fall 2018

Recommended course sequence: Full-time 16 month pathway

FALL SEMESTER
ACCT 5130 Accounting for Management
MKTG 5150 Marketing Management
MGMT 5140 Organizational Behavior and Analysis

SPRING SEMESTER
DSCI 5180 Introduction to the Business Decision Process
DSCI 5360 Data Visualization
MKTG 5260 Marketing Metrics for Managers (online)

SUMMER SEMESTER
LSCM 5300 Supply Chain Management (Online)
FINA 5170 Financial Management (Online)
Elective (see advisor for decision on the best elective for your plans) – NOTE – which will be available either in Frisco or online for the summer?

FALL SEMESTER
BUSI 5190 Administrative Strategy (Online)
DSCI 5240 Data Mining
MKTG 5250 Information for Strategic Marketing Decisions

This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.

Effective Fall 2018

Recommended course sequence: Part-time 24 month pathway

FALL SEMESTER
ACCT 5130 Accounting for Management
MKTG 5150 Marketing Management

SPRING SEMESTER
MGMT 5140 Organizational Behavior and Analysis
DSCI 5180 Introduction to the Business Decision Process

SUMMER SEMESTER
LSCM 5300 Supply Chain Management (Online)
FINA 5170 Financial Management (Online)
Elective (see advisor for decision on the best elective for your plans) – NOTE – which will be available either in Frisco or online for the summer?

FALL SEMESTER
DSCI 5240 Data Mining

SPRING SEMESTER
DSCI 5360 Data Visualization
MKTG 5260 Marketing Metrics for Managers

SUMMER SEMESTER
BUSI 5190 Administrative Strategy
MKTG 5250 Information for Strategic Marketing Decisions

This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.