

# UNT College of Business

## MBA Marketing Analytics

### (Accelerated Online Program and at New College)

Course Number		Course Name	Proposed Schedule of Course Offerings		
			Fall	Spring	Summer
<b>MBA CORE COURSES (18 hours)</b>					
ACCT	5130	Accounting for Management (Prerequisites: ACCT 5020, ECON 5000, DSCI 5010, MATH 1190 (or calculus))	16W (Frisco) 8W2 (Online)	16W (UNT) 8W1 (Online)	
DSCI	5180	Introduction to the Business Decision Process (Prerequisites: DSCI 5010 or equivalent)	8W1 (Online) 16W (UNT)	16W (Frisco) 8W1 (Online)	5W1 (Online)
FINA	5170	Financial Management (Prerequisites: ACCT 5020, FINA 5040, ECON 5000, MATH 1190 (or calculus), BCIS 5090, DSCI 5010 or equivalent)	16W (UNT) 8W1 (Online)	16W (UNT) 16W (Frisco)	5W2 (UNT) 5W1 (Online)
MGMT	5140	Organizational Behavior and Analysis	16W (Frisco) 8W1 (Online) 8W2 (Online)	16W (UNT) 16W (Frisco) 8W1 (Online)	3W1 (Online) 5W1 (Online)
MKTG	5150	Marketing Management (Prerequisites: MKTG 3650 OR MKTG 5000, ACCT 5020; or consent of department)	8W1 (Online) 8W2 (Online)	8W1 (Online) 8W2 (Online)	10W (Online)
BUSI	5190	Administrative Strategy (This course is taken in your last term) Request enrollment <a href="https://cob.unt.edu/masters/request-busi-5190-enrollment">https://cob.unt.edu/masters/request-busi-5190-enrollment</a>	8W1 (Online)	8W1 (Online)	5W2 (Online)
<b>CONCENTRATION COURSES (15 hours)</b>					
MKTG	5200	Consumer Behavior	8W1 (Online)	8W1 (Online)	
MKTG	5250	Advanced Marketing Research and Analytics (Prerequisites: MKTG 5150; DSCI 5180 (may be taken concurrently))	8W2 (Online)	8W2 (Online)	
MKTG	5260	Marketing Metrics for Managers (Prerequisite: MKTG 5150)	8W1 (Online)	8W2 (Online)	
ADTA	5120	Introduction to Data Analytics	8W2 (Online) 16W (Frisco)	8W1 (Online) 8W2 (Online) 16W (Frisco)	8W1 (Online)
ADTA	5240	Harvesting, Storing, and Retrieving Data	8W1 (Online) 16W (Frisco)	8W1 (Online) 16W (Frisco)	
<b>ELECTIVE COURSE (3 hours select from)</b>					
ADTA	5250	Large Data Visualization (Prerequisites: ADTA 5120 or consent of instructor)	8W1 (Online) 16W (Frisco)	8W1(Online)	8W2 (Online)
ADTA	5340	Discovery and Learning Big Data	8W2 (Online) 16W (Frisco)	8W2 (Online) 16W (Frisco)	
DSCI	5330	Enterprise Applications of Business Intelligence	16W (UNT) 16W (Frisco)		

#### QUESTIONS OR READY TO APPLY?

Contact a staff member in the College of Business Graduate Program's Office. [MBACOB@unt.edu](mailto:MBACOB@unt.edu) / 940-369-8977