

# UNT College of Business

## MBA in Marketing



The University of North Texas' Department of Marketing and Logistics offers programs that are attuned to the business arena in the Dallas-Fort Worth region and across the nation. 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 very good. An MBA with a concentration 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. Or, if you are preparing for the business world, the combination of an undergraduate degree with an MBA concentration 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 Manger | Sales Manger

### PROFESSIONAL ORGANIZATIONS

Marketing MBA students who meet the academic qualifications are eligible for membership in *Mu Kappa Tau*, the National Honor Society for Marketing. The department also sponsors two student organizations that are available for graduate students, the American Marketing Association and the Logistics Students Association.

## COURSE REQUIREMENTS

### BACKGROUND COURSES (18 HOURS)

\*NOTE: Background courses may be required if your undergraduate degree did not prepare you for current master level courses. Background courses are assessed on an as needed basis after evaluation of undergraduate transcripts.

ACCT 5020 (3 hrs.) Accumulation and Analysis of Acct.  
BCIS 5090 (1.5 hrs.) Intro. to Busi. Computer Info. Systems  
BLAW 5050 (1.5 hrs.) Legal, Reg. and Ethical Env. of Business  
DSCI 5010 (1.5 hrs.) Statistical Analysis  
ECON 5000 (3 hrs.) Economic Concepts  
FINA 5040 (1.5 hrs.) Intro. to Finance and Financial Math  
MATH 1190 (3 hrs.) Business Calculus (or other calc. course)  
MGMT 5070 (1.5 hrs.) Management Issues  
MKTG 5000 (1.5 hrs.) Marketing Concepts

### CORE COURSES (18 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  
BUSI 5190 (3 hrs.) Administrative Strategy (last semester)

### REQUIRED COURSES (6 HOURS)

MKTG 5250 (3 hrs) Advanced Marketing Research and Analytics  
*(Undergraduate marketing majors will take MKTG 5250 in place of MKTG 5150; an additional course will be chosen)*  
MKTG 5850 (3 hrs) Effective MKTG Planning in Dynamic Environments  
*(Must be taken in final semester)*

### SUPPORTING COURSES (9 HOURS)

Select three of the following courses:  
MKTG 5200 (3 hrs) Customer Behavior  
MKTG 5550 (3 hrs) Decision Making in Global Markets  
LSCM 5300 (3 hrs) Strategic Supply Chain Management  
LSCM 5560 (3 hrs) Strategic Logistics Management

### ELECTIVE COURSE (3 HOURS)

One 3 hour 5XXX course selected in consultation with the departmental advisor, and must be outside of the marketing discipline.

COLLEGE OF  
BUSINESS

UNT

Business Leadership Starts Here.

940-369-8977 | [MBAcob@unt.edu](mailto:MBAcob@unt.edu)  
[www.cob.unt.edu/programs/masters](http://www.cob.unt.edu/programs/masters)

# MBA in Marketing

## Proposed Schedule of Course Offerings\*

Course Number		Course Name	Proposed Schedule of Course Offerings		
			Fall	Spring	Summer
<b>BACKGROUND COURSES</b>					
ACCT	5020	Accumulation and Analysis of Accounting Data	XXX**	XXX**	XXX**
BCIS	5090	Introduction to Business Computer Information Systems	XXX**	XXX**	
BLAW	5050	Legal, Regulatory, and Ethical environment of Business	XXX**	XXX	XXX**
DSCI	5010	Statistical Analysis	XXX**	XXX**	
ECON	5000	Economic Concepts	XXX**	XXX**	XXX**
FINA	5040	Introduction to Finance and Financial Mathematics	XXX**	XXX**	
MATH	1190	Business Calculus	XXX**	XXX**	XXX
MKTG	5000	Marketing Concepts	XXX**	XXX**	XXX**
MGMT	5070	Management Issues	XXX**		
<b>MBA CORE COURSES (18 hours)</b>					
ACCT	5130	Accounting for Management	XXX	XXX**	XXX
DSCI	5180	Introduction to the Business Decision Process	XXX**	XXX**	XXX**
FINA	5170	Financial Management	XXX**	XXX	XXX**
MGMT	5140	Organizational Behavior and Analysis	XXX**	XXX**	XXX**
MKTG	5150	Marketing Management	XXX	XXX**	XXX**
BUSI	5190	Administrative Strategy (This course is taken in your last term)	XXX**	XXX**	XXX**
<b>CONCENTRATION COURSES (15 hours)</b>					
Required Courses (6 hours):					
MKTG	5250	Advanced Marketing Research and Analytics	XXX**	XXX	
MKTG	5850	Effective Marketing Planning in Dynamic Environ. (taken in your last term)	XXX	XXX**	
Supporting Courses (9 hours - select three courses from the following list):					
MKTG	5200	Customer Behavior	XXX**	XXX	
MKTG	5550	Decision Making in Global Markets		XXX**	
LSCM	5560	Strategic Logistics Management	XXX	XXX	
LSCM	5300	Strategic Supply Chain Management	XXX**	XXX	
<b>ELECTIVE COURSES (3 hours)</b>					
ELECTIVE	One 3-hour (5XXX) elective, selected by the student in consultation with the concentration advisor, is required outside of MKTG.		XXX**	XXX**	XXX**

\*All attempts will be made to offer courses as per the schedule presented above. However, resources constraints and other contingencies may require minor adjustments in course offerings. This is provided to serve as a guide and is subject to change. Please use our Searchable Database (available at <http://www.cob.unt.edu/programs/courses>) for information and other offerings of these courses.

\*\*Online classes available.