

UNT College of Business

MBA Marketing

(Accelerated Online Program)

Course Number		Course Name	Proposed Schedule of Course Offerings		
			Fall	Spring	Summer
MBA CORE COURSES (18 hours)					
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)	16W (UNT) 16W (Online) 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) 8W2 (Online)	3W1 (Online) 5W1 (Online)
MKTG	5150	Marketing Management (Prerequisites: MKTG 3650 OR MKTG 5000, ACCT 5020)	8W1 (Online) 8W2 (Online) 16W (Frisco)	8W1 (Online) 8W2 (Online)	10W (Online)
BUSI	5190	Administrative Strategy (This course is taken in your last term) Request enrollment https://cob.unt.edu/masters/request-busi-5190-enrollment	8W1 (Online)	8W1 (Online)	5W2 (Online)
CONCENTRATION COURSES (15 hours)					
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)		8W2 (Online)	
MKTG	5550	Global Marketing (Prerequisite: MKTG 5150)		8W1 (Online)	10W (Online)
MKTG	5560	Channel and Retailing Strategy			10 W (Online)
ELECTIVE COURSE (3 hours select from)					
OPSM	5840	Operations Management	8W2 (Online)	8W2 (Online)	
OPSM	5850	Strategic Sourcing		8W1 (Online)	10W (Online)
MGMT	5760	Strategic Management	8W1 (Online)	8W1 (Online)	
MGMT	5870	Leadership Research and Development		8W2 (Online)	
LSCM	5870	Supply Chain Management	8W2 (Online)		10W (Online)

BACKGROUND COURSES/CONTENT

The College of Business Graduate Programs Office works with students to determine if background deficiency courses will be necessary. Background content might include Financial and Managerial Accounting, Business Information Systems, Statistics, Business Law, Finance, Marketing, Micro and Macro Economics, Operations Management and Calculus. Deficiencies can be completed via traditional academic coursework or through Ivy Software and Responsive.net. Ivy Software and Responsive.net deliver self-paced online learning modules that provide the needed background content without the need to formally enrolling in courses at UNT. For more information go to cob.unt.edu/background. *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 UNT's Searchable Database (available at <http://registrar.unt.edu/registration>) for information and other offerings of these courses.