REGENT UNIVERSITY

SCHOOL OF BUSINESS AND LEADERSHIP

Master of Business Administration (MBA)
Concentration in Marketing

Academic Degree Plan

	GETTING STARTED (choose one):		Hrs	Sem	Grade
☐	BUS 600	Foundations for Business/Leadership	2	____	____
☐	UNIV LIB	Information Research & Resources [1]	0	____	____
	CORE COURSES (30 hours)				
☐	MBA 500	Orientation [2]	0	____	____
☐	MBA 600	Corporate & Personal Ethics	3	____	____
☐	MBA 610	Managerial Economics	3	____	____
☐	MBA 621	Innovation & Technological Success	3	____	____
☐	MBA 630	Marketing Management	3	____	____
☐	MBA 640	Managing People	3	____	____
☐	MBA 645	Managing Organizations	3	____	____
☐	MBA 651	Accounting for Entrepreneurial Leaders [4]	3	____	____
☐	MBA 655	Corporate Finance [4]	3	____	____
☐	MBA 660	Operations & Supply Chain Management	3	____	____
☐	MBA 679	Business Planning & Launch	3	____	____
☐	MBA 509	Program Assessment Survey [3]	0	____	____
	CONCENTRATION COURSES (12 hours)				
☐	MKTG 631	Advertising & Promotion	3	____	____
☐	MKTG 632	Consumer Behavior- The Psychology of Marketing	3	____	____
☐	MKTG 634	Viral Marketing	3	____	____
☐	MKTG 636	The Digital Marketing Landscape	3	____	____

TOTAL HOURS **42+**

Graduation Requirements

Complete 42 credit hours.
Degree must be completed within 5 years.
Maintain a minimum cumulative GPA of 3.00
A maximum of 6 hours of transfer credit may be applied to the degree.

Notes

[1] BUS 600 Foundations for Business/Leadership or UNIV LIB Information Research & Resources, as required upon admission.

[2] Course must be completed during the first session of enrollment.

[3] Course must be completed at the end of the program.

[4] Recommended not to take MBA 651 and MBA 655 at the same time.

Regent University has the right to add to or change this worksheet. **This Degree Worksheet is an unofficial document.**

Continued

SUGGESTED COURSE SEQUENCE - 2 ½ YEAR PLAN*

Fall Term 1	
BUS 600	2
UNIV LIB	0
MBA 500	0
MBA 610	3
MKTG 631	3
Total	6 to 8

Spring Term 1	
MBA 600	3
MKTG 632	3
Total	6

Summer Term 1	
MKTG 636	3
MBA 660	3
Total	6

Fall Term 2	
MBA 651	3
MKTG 634	3
Total	6

Spring Term 2	
MBA 645	3
MBA 630	3
Total	6

Summer Term 2	
MBA 655	3
MBA 621	3
Total	6

Fall Term 3	
MBA 679	3
MBA 640	3
MBA 509	0
Total	6

*Alternative sequences may be available. Please confirm with your SEP and the Course Planning Tool for additional information and contact Academic Advising with any questions or concerns.