Master of Business Administration — Marketing Concentration

On-Campus or Online | Regent University | School of Business & Leadership

Active students should refer to their personalized Degree Works plan, and the Academic Catalog of their acceptance term for the most accurate degree requirements.

Graduate Foundations

	Code	Title	Hrs
☐	BUS 600	Graduate Foundations for Business/Leadership	2
	Total Hours		**2**

Must be completed prior to or during first term.

Major Requirements

	Code	Title	Hrs
☐	MBA 500	Orientation	0
☐	MBA 509	Program Assessment Survey	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	3
☐	MBA 655	Corporate Finance	3
☐	MBA 657	Financial Statement Analysis	3
☐	MBA 660	Operations & Supply Chain Management	3
☐	MBA 679	Business Planning & Launch	3
	Total Hours		**33**

MBA 500 and MBA 509 are zero-credit requirements and do not count toward total credit hours.

Concentration: Marketing

	Code	Title	Hrs
	Marketing Electives — Choose 9 credits from below		
☐	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		**9**

Graduation Requirements

✓ 42 Total credit hours (does not include Graduate Foundations course), ✓ 3.00 Minimum overall GPA

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