



SCHOOL OF BUSINESS AND LEADERSHIP

Master of Business Administration (MBA) Concentration in Marketing

Spring 2021
Academic Degree Plan

GETTING STARTED (choose one):

	<u>Hrs</u>	<u>Sem</u>	<u>Grade</u>
<input type="checkbox"/> BUS 600 Foundations for Business/Leadership	2	___	___
<input type="checkbox"/> UNIV LIB Information Research & Resources ₁	0	___	___

CORE COURSES (30 hours)

<input type="checkbox"/> MBA 500 Orientation ₂	0	___	___
<input type="checkbox"/> MBA 600 Corporate & Personal Ethics	3	___	___
<input type="checkbox"/> MBA 610 Managerial Economics	3	___	___
<input type="checkbox"/> MBA 621 Innovation & Technological Success	3	___	___
<input type="checkbox"/> MBA 630 Marketing Management	3	___	___
<input type="checkbox"/> MBA 640 Managing People	3	___	___
<input type="checkbox"/> MBA 645 Strategic Management-of-Organizations	3	___	___
<input type="checkbox"/> MBA 650 Corporate Accounting ₄	3	___	___
<input type="checkbox"/> MBA 655 Corporate Finance ₄	3	___	___
<input type="checkbox"/> MBA 660 Operations & Supply Chain Management	3	___	___
<input type="checkbox"/> MBA 679 Business Planning & Launch	3	___	___
<input type="checkbox"/> MBA 509 Program Assessment Survey ₃	0	___	___

CONCENTRATION COURSES (12 hours)

<input type="checkbox"/> MKTG 631 Advertising & Promotion	3	___	___
<input type="checkbox"/> MKTG 632 Consumer Behavior- The Psychology of Marketing	3	___	___
<input type="checkbox"/> MKTG 634 Viral Marketing	3	___	___
<input type="checkbox"/> MKTG 636 The Digital Marketing Landscape	3	___	___

TOTAL HOURS

42⁺

Graduation Requirements

Complete 42/44 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.

* Recommended not to take MBA 650 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 650	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 apply