



CURRICULUM MAP
DEGREE AUDIT ADVISING CHART
MASTERS OF BUSINESS ADMINISTRATION
(MARKETING CONCENTRATION)

NAME:

ID #

| <u>TRANSFER CREDITS:</u> <i>Two graduate courses (six credits) taken prior to matriculation at Anna Maria College with the approval of Program Director. Transfer courses must come from an accredited institution, and carry at least a grade of B or better, and are in the same area of concentration.</i> | | | | |
|--|--|-----------|----------|-------|
| TOTAL TRANSFER | | | | |
| Course # | PREREQUISITE COURSES | Credit | Semester | Grade |
| BUS 512 | Financial Accounting | 3 | | |
| BUS 524 | Management | 3 | | |
| BUS 543 | Marketing Theory | 3 | | |
| BUS 569 | Economic Theory and Practice | 3 | | |
| BUS 571 | Managerial Statistics | 3 | | |
| 8 CORE COURSES | | | | |
| 1. BUS 760 | Business Ethics | 3 | | |
| 2. BUS 607 | Financial Analysis | 3 | | |
| 3. BUS 614 | Decision Making/Quant Analysis | 3 | | |
| 4. BUS 638 | Marketing Strategies | 3 | | |
| 5. BUS 651 | Legal Issues in Business | 3 | | |
| 6. BUS 655 | Economic Decision-Making in a Globalized Economy | 3 | | |
| 7. BUS 701 | Research Methods and Technology | 3 | | |
| 8. BUS 733 | Capstone Project (Prerequisite: All core courses) | 3 | | |
| 4 ELECTIVES - Choose from the following listing: | | | | |
| 1. BUS 685 | Marketing on the World Wide Web | 3 | | |
| 2. BUS 709 | Buyer Behavior | 3 | | |
| 3. BUS 710 | Marketing Communication | 3 | | |
| 4. BUS 717 | New Product Development | 3 | | |
| 5. BUS 750 | E-Commerce Strategies | 3 | | |
| 6. BUS 752 | Marketing Research | 3 | | |
| 7. BUS 763 | Social Media and Marketing | 3 | | |
| TOTAL CREDITS | | 36 | | |