



**MASTER OF BUSINESS ADMINISTRATION - CONCENTRATION: MARKETING**

2023-2024 RECOMMENDED PROGRAM SEQUENCE

**39 CREDITS**

BA MARK MBA

YEAR ONE					
<b>Fall Semester</b>		<b>(6 credits)</b>	<b>Winter Semester</b>		<b>(6 credits)</b>
MGMT653	Leading Organizations	3	BUSN688	Quantitative Business Analysis	3
ACCT640	Managerial Accounting	3	ECON625	Managerial Economics	3
<b>Spring/Summer Semester</b>		<b>(6 credits)</b>			
MKTG610	Marketing Strategies	3			
FINC620	Corporate Finance	3			
YEAR TWO					
<b>Fall Semester</b>		<b>(6 credits)</b>	<b>Winter Semester</b>		<b>(6 credits)</b>
LEGL710	Ethical and Legal Framework for 21st Century Business	3	MKTG705	Digital Marketing	3
MGMT757	Operations and Supply Chain Management	3	MKTG723	Consumer Behavior	3
<b>Spring/Summer Semester</b>		<b>(6 credits)</b>			
MKTG757	Strategic Brand Development and Management	3			
MKTG775	Integrated Marketing Communication Strategy	3			
YEAR THREE					
<b>Fall Semester</b>		<b>(3 credits)</b>			
CAPS794	Business Integration Capstone	3			

This information is subject to change and cannot be considered an agreement or contract between individual students and Davenport University. Refer to the current University catalog to confirm degree requirements.

Last Updated:

Finalized: 11.16 LG & JD