

**MBA with a Concentration in Marketing  
2008-09 Proposed ONLINE Course Offerings \***

Course Number	Course Name	Proposed Schedule of <u>ONLINE</u> Course Offerings in 2008 **			Proposed Schedule of <u>ONLINE</u> Course Offerings in 2009 **		
		Spring '08	Summer '08	Fall '08	Spring '09	Summer '09	Fall '09
<b><u>Background Courses</u></b>							
MATH 1190	Business Calculus (3.0 hours)	XXX		XXX	XXX		XXX
MKTG 5000	Marketing Concepts (1.5 hrs)	XXX	XXX	XXX	XXX	XXX	XXX
DSCI 5010	Statistical Analysis (1.5 hrs)	XXX		XXX	XXX		XXX
ACCT 5020	Accumulation and Analysis of Accounting Data (1.5 hrs)	OFFERED ONLY IF THREE HOUR COURSE			OFFERED ONLY IF THREE HOUR COURSE		
BLAW 5050	Legal, Regulatory, and Ethical environment of Business (1.5 hrs)		XXX	XXX		XXX	XXX
MGMT 5070	Management Issues (1.5 hrs)	XXX		XXX	XXX		XXX
BCIS 5090	Introduction to Business Computer Information Systems (1.5 hrs)	XXX		XXX	XXX		XXX
ECON 5000	Economic Concepts (3.0 hrs)	XXX		XXX	XXX		XXX
FINA 5040	Introduction to Finance and Financial Mathematics (1.5 hrs)	XXX		XXX	XXX		XXX
<b><u>Core Courses</u></b>							
MGMT 5140	Organizational Behavior and Analysis	XXX	XXX	XXX	XXX	XXX	XXX
ACCT 5130	Accounting for Management	XXX			XXX		
MKTG 5150	Marketing Management	XXX	XXX	XXX	XXX	XXX	XXX
FINA 5170	Financial Management			XXX			XXX
MSCI / DSCI 5180	Introduction to Decision Making	XXX	XXX	XXX	XXX	XXX	XXX
BUSI 5190	Administrative Strategy (This course is taken in your last term)	XXX	XXX		XXX	XXX	XXX
<b><u>Professional Field (Concentration) Courses</u></b>							
<b><u>Group I</u></b> (Take both courses in this group )							
MKTG 5250	Information for Strategic Marketing Decisions			XXX			XXX
MKTG 5850	Effective Marketing Planning	XXX			XXX		
<b><u>Group II</u></b> (Take all 3 courses in this group )							
MKTG 5200	Customer behavior			XXX			XXX
MKTG 5550	Decision Making in Global Markets	XXX			XXX		
MKTG 5875	Marketing Rights & Responsibilities			XXX			XXX
<b><u>Group III</u></b> (Choose 1 elective)							
	One 3 hour (5XXX) elective, selected by the student in consultation with the concentration advisor, is required outside of MKTG.						

\* All attempts will be made to offer courses as per the schedule presented above. However, resources constraints and other contingencies may require minor adjustments in course offerings.

\*\* Please note that this information pertains ONLY to online course offerings. Please use our Searchable Database (available at <http://www.coba.unt.edu/programs/courses>) for information on face-to-face and other offerings of these courses.