| **GRADUATE MARKETING COURSES** | | | | | |
| --- | --- | --- | --- | --- | --- |
| NBR | COURSE | FALL | WINTER | SPRING | SUMMER |
| 500 | Marketing Principles and Concepts |  |  | ^ |  |
| 540 | Seminar: Marketing Communications |  |  |  | x |
| 543 | Seminar: International Marketing |  | x |  |  |
| 544 | Seminar: Consumer Behavior | x |  |  |  |
| 545 | Seminar: New Venture Marketing | x |  |  |  |
| 546 | Seminar: Marketing Research |  |  | b |  |
| 547 | Seminar: Retail Management |  |  | a |  |
| 560 | Internet Marketing |  | x |  |  |
| MKT 565 | Community Based Social Marketing Management |  |  | b |  |
| MKT 574 | Marketing Management Consulting |  |  | x |  |

**Footnotes**

^ - course is offered through Extended Education (online format)

x - course is offered

a - course is offered in even years

b - course is offered in odd years

| **MBA, BUSINESS CORE REQUIRED COURSES** | | | | | |
| --- | --- | --- | --- | --- | --- |
| NBR | COURSE | FALL | WINTER | SPRING | SUMMER |
| 511 | Managerial Skills and Business Ethics | x |  | x |  |
| 512A | Financial Reporting, Control, Management and Markets I | x |  | x |  |
| 512B | Financial Reporting, Control, Management and Markets II |  | x |  | x |
| 513 | Marketing Management in Global Environment | x | x |  |  |
| 514A | Managing Business Processes I | x |  | x |  |
| 514B | Managing Business Processes II |  | x |  | x |
| 515 | Business, Government Policies, and the Global Economy | x |  | x |  |
| 516 | Integrative Business Strategy |  | x | x |  |

**Footnotes**

^ - course is offered through Extended Education (online format)

x - course is offered

a - course is offered in even years

b - course is offered in odd years