



**GRADUATE SCHOOL OF BUSINESS**  
**MASTER OF BUSINESS ADMINISTRATION**  
**MARKETING CONCENTRATION**

*To complete a concentration in Marketing, a total of 9 credit hours from the following list must be completed:*

<b>MARKETING</b>					Prerequisites
GBUS 567	Technology & Business	3		Fall	
GMKT 533	Consumer Behavior	3		Spring	
GMGT 541	Creative Thinking (Marketing Emphasis)	3		Spring	
GMKT 550	Development of Non-Profit Organizations	2		Summer	
GINB 570	International Marketing	3		Spring	
GMKT 534	Promotional Management	3		Spring	
<b>TOTAL CONCENTRATION HOURS:</b>		<b>9</b>	<b>TOTAL REQUIRED HOURS:</b>		<b>42.5</b>