

Business Administration, Master - Marketing Emphasis Area

Emphasis Area Requirements

Master of Business Administration (MBA) students seeking an emphasis in Marketing must complete **a minimum of 12 MKTG 5701 and 6 additional** hours of Marketing electives beyond MKTG 5700, ~~including MKTG 5701~~ (MKTG 5700 does not count toward the emphasis in Marketing). A maximum of 15 hours in any functional area will count toward degree requirements. Only courses that are substantially different from courses taken for credit in a student's undergraduate program will be acceptable. ~~Students must complete at least 30 credit hours to earn the MBA.~~

Rationale

Emphasis credit hour requirements are reduced from 12 credits to 9 credits in order to make emphasis area requirements consistent across MBA emphasis areas. Emphasis area requirements are made more clear by removing note on MBA credit hour length.