

Master of Business Administration — Marketing Concentration

On-Campus or Online | Regent University | School of Business & Leadership

Active students should refer to their personalized [Degree Works](#) plan, and the [Academic Catalog](#) of their acceptance term for the most accurate degree requirements.

Graduate Foundations				Concentration: Marketing			
	Code	Title	Hrs		Code	Title	Hrs
☐	BUS 600	Graduate Foundations for Business/Leadership	2	☐	MKTG 631	Advertising & Promotion	3
Total Hours			2	☐	MKTG 632	Consumer Behavior — The Psychology of Marketing	3
Must be completed prior to or during first term.				☐	MKTG 634	Viral Marketing	3
Major Requirements				☐	MKTG 636	The Digital Marketing Landscape	3
	Code	Title	Hrs	Total Hours			12
☐	MBA 500	Orientation	0				
☐	MBA 509	Program Assessment Survey	0				
☐	MBA 600	Corporate & Personal Ethics	3				
☐	MBA 610	Managerial Economics	3				
☐	MBA 621	Innovation & Technological Success	3				
☐	MBA 630	Marketing Management	3				
☐	MBA 640	Managing People	3				
☐	MBA 645	Managing Organizations	3				
☐	MBA 651	Accounting for Entrepreneurial Leaders	3				
☐	MBA 655	Corporate Finance	3				
☐	MBA 660	Operations & Supply Chain Management	3				
☐	MBA 679	Business Planning & Launch	3				
Total Hours			30				
MBA 500 and MBA 509 are zero-credit administrative requirements.							

Graduation Requirements	
✓ 42 Total credit hours (does not include Graduate Foundations course), ✓ 3.00 Minimum overall GPA	

*Regent University has the right to add to or change this worksheet. This Degree Worksheet is an unofficial document.