

DANIELS COLLEGE OF BUSINESS

**International MBA/MS Marketing
Dual Degree Requirements
2009-2010**

COURSE #	COURSE TITLE	PREREQUISITES	CREDITS	QUARTER	COMPLETED
Daniels Compass Courses			12		
A \$500 program fee is assessed for BUS 4610; a \$50 course fee and a \$450 program fee are assessed for BUS 4620.					
BUS 4610	The Essence of Enterprise		4	_____	_____
BUS 4620	Ethics for the 21st Century Professional	BUS 4610	4	_____	_____
BUS 4630	Creating Sustainable Enterprises	BUS 4620	4	_____	_____
Business Core Courses			20		
ACTG 4610	Financial Accounting		4	_____	_____
STAT 4610	Quantitative Methods		4	_____	_____
FIN 4630	Managerial Finance	ACTG 4610	4	_____	_____
MGMT 4620	Organizational Dynamics		4	_____	_____
ITEC 4610	Information Technology Strategy		4	_____	_____
International MBA Core Courses			26		
FIN 4610	Multinational Finance & Investments	FIN 4630	4	_____	_____
LGST 4700	International Law		4	_____	_____
Approved courses through Korb or College of Law may be substituted for LGST 4700.					
IMBA 4142	Global Management	MGMT 4620	4	_____	_____
IMBA 4500	Cultural Investigation & Observation (CIAO)	MGMT 4503 <small>co-requisite</small>	4	_____	_____
A \$2,500 experience fee will be assessed for this course. Students will also be responsible for the costs of international airfare and non-group meals.					
MGMT 4503	Comparative Management	IMBA 4500 <small>co-requisite</small>	2	_____	_____
MGMT 4490	Global Strategy	FIN 4610	4	_____	_____
IMBA 4141	Developing International Markets		4	_____	_____
OR					
MKTG 4630*	International Marketing				
International Studies Courses			10		
Varies	International Politics course	varies	5	_____	_____
Varies	International Economics course	varies	5	_____	_____
Business Elective			4		
Language Requirement: Proficiency in a language other than the student's native language is required for graduation. This is determined by appropriate level course completion or by passing a language proficiency exam. For international students whose native language is not English, an acceptable score on the TOEFL or comparable exam meets this requirement.					
Marketing Core Courses			20		
MKTG 4610	Marketing Strategy		4	_____	_____
MKTG 4510	Concepts of Buyer Behavior	MKTG 4610 <small>prereq or coreq</small>	4	_____	_____
MKTG 4520	Measuring Marketing Plans and Strategies	MKTG 4610 <small>prereq or coreq</small>	4	_____	_____
MKTG 4530	Marketing Research	MKTG 4610	4	_____	_____
MKTG 4500	Integrative Marketing Strategy	MKTG 4520 OR (MKTG 4610 and FIN 4630)	4	_____	_____
Choose one Track to complete MS-MKTG Degree:					
Integrated Marketing Communication (IMC) Track			20		
MKTG 4810	Integrated Marketing Communication	MKTG 4610 <small>prereq or coreq</small>	4	_____	_____
MKTG 4820	Brand Communication Strategies	MKTG 4810 or permission	4	_____	_____
MKTG 4220	Intro to Customer Experience Management		4	_____	_____
A. Choose one course from the following:					
MKTG 4850	IMC Campaign	MKTG 4220	4	_____	_____
MKTG 4240	CEM Audit	MKTG 4820	4	_____	_____
B. Choose one course from the following:					
MKTG 4550	Marketing Planning	MKTG 4520 OR (MKTG 4610 and FIN 4630)	4	_____	_____
MKTG 4640	Services Marketing	MKTG 4610 <small>prereq or coreq</small>	4	_____	_____
MKTG 4_____	Marketing Elective (approved by program director in advance)		4	_____	_____
MCOM 4_____	MCOM Elective (approved by program director in advance)		4	_____	_____

(Please See Reverse Side)

COURSE #	COURSE TITLE	PREREQUISITES	CREDITS	QUARTER	COMPLETED
Customer Experience Management (CEM) Track.....			20		
Choose five additional MKTG courses or other advisor-approved electives:					
MKTG 4810	Integrated Marketing Communication	MKTG 4610 <small>prereq or coreq</small>	4	_____	_____
MKTG 4220	Intro to Customer Experience Management		4	_____	_____
MKTG 4640	Services Marketing	MKTG 4610 <small>prereq or coreq</small>	4	_____	_____
MKTG 4240	CEM Audit	MKTG 4220	4	_____	_____
MKTG 4550	Marketing Planning	MKTG 4520 OR (MKTG 4610 and FIN 4630)	4	_____	_____
MKTG 4_____	Marketing Elective (approved by program director in advance)		4	_____	_____
Integrated Marketing Strategy (IMS) Track.....			20		
Choose five additional MKTG courses or other advisor-approved electives:					
BUS 4640	Innovation Design and Execution	BUS 4620	4	_____	_____
MKTG 4640	Services Marketing	MKTG 4610 <small>prereq or coreq</small>	4	_____	_____
MKTG 4220	Intro to Customer Experience Management		4	_____	_____
MKTG 4630*	International Marketing	MKTG 4610 <small>prereq or coreq</small>	4	_____	_____
MKTG 4670	Competitive Marketing Strategies	MKTG 4610 <small>prereq or coreq</small>	4	_____	_____
MKTG 4550	Marketing Planning	MKTG 4520 OR (MKTG 4610 and FIN 4630)	4	_____	_____
MKTG 4_____	Marketing Elective (approved by program director in advance)		4	_____	_____
Supply Chain Management (SCM) Track.....			20		
Choose five additional MKTG courses or other advisor-approved electives:					
MKTG 4360	Transportation Systems		4	_____	_____
MKTG 4370	Logistics Management		4	_____	_____
MKTG 4375	Strategic Sourcing		4	_____	_____
MKTG 4380	Supply Chain Management	MKTG 4370	4	_____	_____
MKTG 4706	Demand Planning		4	_____	_____
MKTG 4707	Performance in a Production Environment		4	_____	_____
MKTG 4_____	Marketing Elective (approved by program director in advance)		4	_____	_____
Total credits for Dual IMBA and MS-MKTG Degrees.....			112		

Additional Information:

*MKTG 4630 cannot be applied toward both IMBA Core and MS-MKTG Track Requirements – contact advisor to ensure appropriate course selection for each category.

For detailed academic policy information, refer to Graduate Student Handbook. An overall GPA of 3.0 is required for graduation. Electives must be graduate (4000-level) courses.

Program requirements are subject to change without notice.