

# Marketing Academy: Managing Customers, Products & Brands Track

Year 1					
Orientation	Fall		Winter	Spring	
1 week	8 weeks	8 weeks		8 weeks	8 weeks
IMPACT Week (Orientation)	Managerial Economics MBA:8160 (2)	Marketing Management MBA:8110 (2)	Winter Break	Strategic Business Consulting MBA:8200 (3)	
	Corporate Financial Reporting MBA:8410 (2)	Operations and Supply Chain MBA:8240 (2)		Foundations in Strategy MBA:8300 (2)	Ethics and the Law MBA:8220 (2)
	Business Analytics MBA:8150 (2)	Managerial Finance MBA:8180 (2)		Strategic Brand Positioning MKTG:9320 (2)	Elective (2)
	Management in Organizations MBA:8120 (2)			Applied Marketing Research MKTG:9300 (2)	GLO (3)/Elective (2)
	Business Acumen and Career Development MBA:8100:0001 (2)			Business Acumen and Career Development MBA:8100:0002 (1)	
	16 semester hours			16 semester hours (17 s.h. including GLO)	

Year 2							
Summer	Fall		Winter	Spring			
	8 weeks	8 weeks		8 weeks	8 weeks		
Summer Internship	Elective (2)	Elective (2)	Global Learning Opportunity* (GLO) (3) Register in semester immediately preceding GLO. Recommended in spring of 1st year or during winter of 2nd year.	Business Integration MBA:8310(2)	Elective (2)		
	Field Studies in Marketing MKTG:9300 (3)			Elective (2)		Elective (2)	
	Product and Pricing Management MKTG:9330 (2)	GLO (3)/Elective (2)		Elective (2)	Elective--either module (2)		
	Elective--either module (2)				Business Acumen and Career Development MBA:8100:0004 (1)		
	Business Acumen and Career Development MBA:8100:0003 (1)						
	14 semester hours (15 s.h. including GLO)			13 semester hours			

**TOTAL: 60**

Career Academy Course	Core Course	Elective Course
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\*At least 2 of the 10 elective choices must be Marketing courses.  
Semesters in which courses are offered are subject to change.