



Southwest Baptist UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MARKETING)

YEAR 1 - FALL SEMESTER

MKT 5023	Strategic Marketing	3
MKT 5033	Consumer Behavior	3
MKT 5203	Data Analytics	3
Total Credits	9

YEAR 1 - SPRING SEMESTER

MGT 5063	Entrepreneurship	3
MKT 5253	Digital and Social Media Marketing	3
Total Credits	6

YEAR 1 - MAY TERM

BUS 5043	Ethics and Critical Thinking in Business	3
Total Credits	3

YEAR 1 - SUMMER TERM

LDR 5063	Leadership Development	3
Total Credits	3

YEAR 2 - FALL SEMESTER

ACC 5113	Accounting for Managers	3
ECO 5043	Economics for Managers	3
Total Credits	6

YEAR 2 - SPRING SEMESTER

FIN 5023	Financial Management	3
MGT 5093	Organizational Strategy	3
Total Credits	6

YEAR 2 - MAY TERM

MGT 5013	Managerial Communication	3
Total Credits	3

Note: This is a proposed two-year plan.

Total Credits to Graduate: 36

Updated Spring 2024