# STRATEGIC MARKETING CONCENTRATION (EMBA)

## Concentration in Strategic Marketing (STMK)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td><strong>Executive MBA Core</strong></td>
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<tr>
<td></td>
<td>Complete all courses listed under Executive MBA Core Curriculum</td>
<td>35</td>
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<td></td>
<td><strong>Required Courses</strong></td>
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<tr>
<td>MGT 5340</td>
<td>Negotiation and Conflict Resolution</td>
<td>3</td>
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<tr>
<td>BUS 5302</td>
<td>In Residence: Government, Business, and Societal Impact</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>Strategic Marketing Concentration Courses</strong></td>
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<tr>
<td>MKT 5440</td>
<td>Strategic Brand Management (taken online)</td>
<td>4</td>
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<tr>
<td>MKT 5460</td>
<td>Marketing Analytics (taken online)</td>
<td>4</td>
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<tr>
<td>MKT 5310</td>
<td>Seminar in Marketing Strategy (listed under Executive MBA core curriculum)</td>
<td>3</td>
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<tr>
<td>BUS 5V98</td>
<td>Special Studies in Business (Leading a Culture of Innovation)</td>
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<td><strong>Experiential Learning (Optional)</strong></td>
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<tr>
<td>MGT 5307</td>
<td>In Residence: Global Strategy: Building &amp; Sustaining Competitive Advantage</td>
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**Total Hours** 50

1 Additional fees apply