

MARKETING CONCENTRATION (EMBA)

Requirements for the EMBA with a Concentration in Marketing (MKT)

Code	Title	Hours
EMBA Core Courses (https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/hankamer-school-business/executive-master-business-administration/emba-core/)		24
BUS 5302	In Residence: Government, Business, and Societal Impact	3
MGT 5320	Manufacturing and Service Operations	3
FIN 5361	Valuation and Private Equity	3
Marketing Concentration ¹		
MGT 5340	Negotiation and Conflict Resolution	3
MKT 5310	Seminar in Marketing Strategy	3
MKT 5340	Strategic Brand Management	3
MKT 5360	Marketing Analytics	3
Experiential Learning (Optional) ²		
MGT 5307	In Residence: Global Strategy: Building & Sustaining Competitive Advantage	
Total Hours		45

¹ Students complete all of the *Certificate in Marketing - Dallas* courses (12 hr.). Students completing this EMBA concentration will also be awarded the corresponding certificate.

² Additional Fees Apply

Requirements for the Certificate in Marketing - Dallas

The courses (12 hr.) for this certificate are the same as the concentration.

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