

EXECUTIVE COMMUNICATION CONCENTRATION (OMBA)

Concentration in Executive Communication (EXCO)

Code	Title	Hours
Core Requirements		
Complete all the courses listed under Core Requirements		32
Required Courses		
Select one Marketing course from the following:		4
MKT 5410	Strategic Marketing Planning	
MKT 5440	Strategic Brand Management	
MKT 5460	Marketing Analytics	
Select three Executive Communication Concentration courses from the following:		12
BUS 5460	Communicating With Data	
BUS 5490	Strategic Communication	
MGT 5402	Negotiation	
MKT 5480	Crisis Communication Management	
Total Hours		48