

MARKETING CONCENTRATION (OMBA)

Concentration in Marketing (MKT)

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