

# MARKETING CONCENTRATION (OMBA)

## Requirements for the OMBA with a Concentration in Marketing (MKT)

Code	Title	Hours
OMBA Core Courses ( <a href="https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/hankamer-school-business/online-master-business-administration/#OMBACore">https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/hankamer-school-business/online-master-business-administration/#OMBACore</a> )		27
<i>Communication Requirement</i>		3
Select one course from the following:		
BUS 5360	Communicating with Data	
BUS 5390	Management Communication	
MGT 5340	Negotiation and Conflict Resolution	
<b>Marketing Concentration</b> <sup>1</sup>		
Complete all courses in the ( <a href="https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/hankamer-school-business/online-master-business-administration/certgmktol/">https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/hankamer-school-business/online-master-business-administration/certgmktol/</a> )		12
<b>Total Hours</b>		<b>42</b>

<sup>1</sup> Students completing this OMBA concentration will also be awarded the corresponding Certificate in Marketing - Online (<https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/hankamer-school-business/online-master-business-administration/online-master-business-administration-certificates/#mktcert>).