

BUSINESS ADMINISTRATION - MARKETING EMPHASIS REQUIREMENTS (MBA)

Code	Title	Units
Select three courses from the following:		9
MARKETNG 751	CONSUMER INSIGHT & CUSTOMER EXPERIENCE	
MARKETNG 761	INTERNATIONAL MARKETING	
MARKETNG 767	ENTREPRENEURIAL MARKETING STRATEGY	
MARKETNG 770	BRAND MANAGEMENT	
MARKETNG 772	DIGITAL MARKETING	
MARKETNG 777	ARTIFICIAL INTELLIGENCE IN MARKETING	
Total Units		9