BRYAN COLLEGE ONLINE

Master of Business Administration (MBA) Marketing Specialization

Degree Plan (36 Credit Hours)

Review Admitting Catalog Year for Student Requirements and Restrictions

Requirements	Credit Hours	Term	Grade
BUSM 511 Management & Leadership	3	_____	_____
BUSM 513 Biblical/Worldview Principles of Management	3	_____	_____
BUSM 521 Accounting Information for Management Decisions*	3	_____	_____
BUSM 525 Managerial Economics*	3	_____	_____
BUSM 531 Strategic Marketing	3	_____	_____
BUSM 537 Business in a Global Environment	3	_____	_____
BUSM 539 Integrated Strategic Management**	3	_____	_____
BUSM 550 Marketing Research	3	_____	_____
BUSM 552 Consumer Behavior	3	_____	_____
BUSM 554 Integrated Marketing Communication	3	_____	_____
BUSM 556 Global Marketing	3	_____	_____
BUSM 558 Seminar in Marketing	3	_____	_____
Total	_____	**GPA**	_____

** It is recommended students do not double up with this course*
*** It is recommended students take this course only after completing at least 18 hours within the program.*

All courses are offered in an 8-week format unless noted otherwise.

THIS DOCUMENT IS FOR PLANNING PURPOSES ONLY

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