



Degree Plan

Master of Arts (MA) Management and Leadership w/ an emphasis in Marketing 39-42 hours

Student: _____
 Student ID: _____
 Email: _____
 Beginning Term: _____
 Goal to Graduate by: _____
 Academic Advisor: _____

Program prerequisite course (3 hours)

Course	Hrs	Term	Yr	Waiver
BUSN 5000 Business*	3cr	___		-----

Core courses (24 hours)

Course	Hrs	Term	Yr.	Pre-requisite
MNGT 5000 Management Dynamics (Requisite Course)*	3cr	--		
MNGT 5590 Organizational Behavior	3cr	--		
HRMG 5000 Managing Human Resources	3cr	--		
BUSN 5200 Basic Finance for Managers	3cr	--		
MNGT 5650 Management and Strategy	3cr	--		BUSN 5200
MNGT 5670 Managerial Leadership	3cr	--		
HRDV 5630 Organizational Development and Change	3cr	--		
MNGT 6000 Integrated Studies in Management	3cr	--		All core MNGT courses

*Program prerequisite and requisite courses must be completed before any other core courses.

Emphasis Courses (15 hours)

MRKT 5000 Marketing	3cr	--		
MRKT 5610 Marketing Channel Management	3cr	--		MRKT 5000
MRKT 5720 Promotional Management OR MRKT 5740 Management of Digital Marketing	3cr	--		MRKT 5000
MRKT 5960 Marketing Management	3cr	--		At least 12 hours of MRKT courses
MRKT Elective - Any MRKT designated course from the MS Marketing program	3cr	--		MRKT 5000



Degree Plan

Pathways

Actual schedules may vary based on start date and course availability

Full-Time Suggested Pathway w/BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
BUSN 5000	MNGT 5590	BUSN 5200	MNGT 5650	MNGT 5670
MNGT 5000	HRMG 5000	MRKT 5000	MRKT 5610	MRKT 5720/5740

YEAR 2

Term 1	Term 2
HRDV 5630	MNGT 6000
MRKT Elective	MRKT 5960

Full-Time Suggested Pathway w/o BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MNGT 5000	HRMG 5000	MNGT 5650	MNGT 5670	HRDV 5630
MNGT 5590	BUSN 5200	MRKT 5000	MRKT 5610	MRKT 5720/5740

YEAR 2

Term 1	Term 2
MNGT 6000	MRKT 5960
MRKT Elective	

Part-Time Suggested Pathway w/BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
BUSN 5000	MNGT 5000	MNGT 5590	HRMG 5000	BUSN 5200

YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
MNGT 5650	MNGT 5670	HRDV 5630	MNGT 6000	MRKT 5000

YEAR 3

Term 1	Term 2	Term 3	Term 4
MRKT 5610	MRKT 5720/5740	MRKT Elective	MRKT 5960

Part-Time Suggested Pathway w/o BUSN 5000

YEAR 1

Term 1	Term 2	Term 3	Term 4	Term 5
MNGT 5000	MNGT 5590	HRMG 5000	BUSN 5200	MNGT 5650

YEAR 2

Term 1	Term 2	Term 3	Term 4	Term 5
MNGT 5670	HRDV 5630	MNGT 6000	MRKT 5000	MRKT 5610



Degree Plan

YEAR 3

Term 1	Term 2	Term 3
MRKT 5720/5740	MRKT Elective	MRKT 5960