



CURRICULUM MAP
DEGREE AUDIT ADVISING CHART
MASTERS OF BUSINESS ADMINISTRATION
(ONLINE – MARKETING)

NAME:

ID #

<u>TRANSFER CREDITS:</u> <i>Two graduate courses (six credits) taken prior to matriculation at Anna Maria College with the approval of Program Director. Transfer courses must come from an accredited institution, and carry at least a grade of B or better, and are in the same area of concentration.</i>				
TOTAL TRANSFER				
Course #	PREREQUISITE COURSES	Credit	Semester	Grade
BUS 512	Financial Accounting			
BUS 524	Management			
BUS 543	Marketing Theory			
BUS 569	Economic Theory and Practice			
BUS 571	Managerial Statistics			
8 CORE and 4 ELECTIVE COURSES		Credit	Semester	Grade
1. BUS 760	Business Ethics		1	
2. BUS 607	Financial Analysis (Prerequisite: BUS 512 or equivalent)		3	
3. BUS 614	Decision Making/Quant Analysis (Prerequisite: BUS 571 or equivalent)		4	
4. BUS 638	Marketing Strategies (Prerequisite: BUS 543 or equivalent)		3	
5. BUS 651	Legal Issues in Business		4	
6. BUS 655	Economic Decision-Making in a Globalized Economy (Prerequisite: BUS 569 or equivalent)		2	
7. BUS 701	Research Methods and Technology		5	
8. BUS 733	Capstone Project (Prerequisite: All core courses)		6	
ELECTIVES (4)		Credit	Semester	Grade
1. BUS 685	Marketing on the Internet		1	
2. BUS 622	Executive Leadership		2	
3. BUS 633	Organizational Theory & Behavior		5	
4. BUS 792	Strategic Planning		6	

(2024)