UNLV Graduate College 2024-2025 Catalog

PLAN OF STUDY - Part II

# **Master of Business Administration – Marketing**

Complete this form and upload it into the Plan of Study – Part I available in your [Grad Rebel Gateway](https://gradrebelgateway.my.site.com/) student portal on the Forms tab under Required Forms. Once submitted, the form will route electronically for signatures. Upon approval by the Graduate College, the status of your form will be updated in the Grad Rebel Gateway.

Refer to the [2024-25 Graduate Catalog](https://catalog.unlv.edu/preview_program.php?catoid=48&poid=13517) for degree requirements.

## COURSE REQUIREMENTS

### Required Courses – Credits: 18

| COURSE  *(Prefix & #)* | CREDITS | GRADE  *(if completed)* | SEMESTER/YEAR  *(Taken/anticipated)* | COURSE *(Substitution)* | CREDITS  *(Substitution)* | GRADE  *(Substitution)* | INSTITUTION  *(Substitution)* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| MBA 761 |  |  |  |  |  |  |  |
| MBA 763 |  |  |  |  |  |  |  |
| MBA 765 |  |  |  |  |  |  |  |
| MBA 767 |  |  |  |  |  |  |  |
| MBA 769 |  |  |  |  |  |  |  |
| MBA 775 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

### Marketing Concentration – Credits: 12

Complete the required courses and select 2 of the following courses – Credits: 6 (MKT 725; MKT 737; MKT 747; MKT 757)

| COURSE  *(Prefix & #)* | CREDITS | GRADE  *(if completed)* | SEMESTER/YEAR  *(Taken/anticipated)* | COURSE *(Substitution)* | CREDITS  *(Substitution)* | GRADE  *(Substitution)* | INSTITUTION  *(Substitution)* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| MKT 720 |  |  |  |  |  |  |  |
| MKT 777 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

### Electives – Credits: 9

Complete 9 credits of electives from any 700-level course offered by the Lee Business School or advisor-approved courses. Also, students can take up to six credits, 2 courses, that are 600-level courses offered by the Lee Business School.

| COURSE  *(Prefix & #)* | CREDITS | GRADE  *(if completed)* | SEMESTER/YEAR  *(Taken/anticipated)* | COURSE *(Substitution)* | CREDITS  *(Substitution)* | GRADE  *(Substitution)* | INSTITUTION  *(Substitution)* |
| --- | --- | --- | --- | --- | --- | --- | --- |
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### Capstone Course – Credits: 3

| COURSE  *(Prefix & #)* | CREDITS | GRADE  *(if completed)* | SEMESTER/YEAR  *(Taken/anticipated)* | COURSE *(Substitution)* | CREDITS  *(Substitution)* | GRADE  *(Substitution)* | INSTITUTION  *(Substitution)* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| MBA 787 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

## TOTAL CREDITS       Minimum credits required for graduation = 42

## GRADUATION POLICIES

* A minimum of 50 percent of the degree program must be 700-level courses excluding thesis, dissertation, or professional/scholarly paper. Individual departments may require more than the Graduate College minimum.
* Courses used to fulfill requirements for one degree may not be used toward another degree.
* A candidate for an advanced degree or graduate certificate must have a minimum Graduate Program Grade Point Average of 3.00 to be eligible to graduate or receive the certificate.
* Refer to the [Thesis and Dissertation Format and Submission Guidelines](https://www.unlv.edu/graduatecollege/thesis) webpage for a breakdown of requirements.
* Refer to the [Graduate Catalog](https://www.unlv.edu/academics/catalogs) for all Academic, Transfer Credit, and program-related policies and requirements.