



ANDERSON SCHOOL
OF MANAGEMENT

MBA Marketing Management Concentration



All concentration information effective for students admitted Fall 2020 or thereafter.

MBA Core	Required
MGMT 600: Perspectives on Management and Careers <i>Enrollment in first semester recommended.</i>	1
MGMT 501: Data Driven Decision Making	3
MGMT 502: Financial Accounting & Analysis	*Waiver Eligible 3
MGMT 504: Managerial Economics	3
MGMT 506: Managing People in Organizations	*Waiver Eligible 3
MGMT 508: Business and Society	3
MGMT 511: Technology, Commercialization, & Global Environment	3
MGMT 520: Operations Design and Decision Making	*Waiver Eligible 3
MGMT 522: Managerial Marketing	*Waiver Eligible 3
MGMT 526: Financial Decision Making <i>Prerequisites: MGMT 501 and 502</i>	*Waiver Eligible 3
MGMT 598: The Strategic Management Process <i>Prerequisites: MGMT 501, 502, 504, 506, 520, 522, 526, 600, 601 Pre- or Corequisite: MGMT 508, 511</i>	3
MGMT 601: MBA Knowledge Exam	0
Credit Hours	31

Marketing Management Concentration	Required
MGMT 580: Buyer Behavior <i>Prerequisite: MGMT 520</i>	3
MGMT 581: Research for Marketing Management <i>Prerequisite: MGMT 501 and 522</i>	3
MGMT 582: Marketing Strategy <i>Prerequisite: MGMT 522</i>	3
Choose one course from the list below:	3
MGMT 586: Strategic Logistics Management <i>Prerequisite: MGMT 520 and 522</i>	
MGMT 588: Supply Chain Strategy <i>Prerequisite: MGMT 520 and 522</i>	
MGMT 635: Data Analytics	
Credit Hours	12

Total Credit Hours	43
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<p>Marketing Faculty Advisor: Dimitri Kapelianis Associate Professor Email: dkapeli@unm.edu</p> <p>Graduate Programs Advisors: Justin Martinez Sr. Academic Advisor Email: jmartinez57@unm.edu</p> <p>Marisa Martinez Sr. Academic Advisor Email: marisam@unm.edu</p>	<p>*MBA Core Course Waiver Policy</p>
	<p>A student may waive a maximum of 6 hours of MBA core, if the student meets the following criteria:</p> <ul style="list-style-type: none"> • A BBA from an AACSB accredited school • Completed within the past 5 years • And a concentration in the area covered by the core course <p>Students exercising the waiver will substitute any other non-core MBA course to fulfill the minimum 37 credit hour requirement.</p> <p>See a Graduate Programs Advisor to confirm eligibility and graduation requirements.</p>