

MBA – CONCENTRATION ELECTIVE APPROVAL SHEET

Concentration: Marketing

Name: _____	CWID# : _____
Email Address: _____	
Phone Number: _____	
Semester & Year admitted: _____	

- The Department of Marketing has put together a list of courses to choose from. If you are unsure of which courses would be useful for your professional, personal, or educational goals please schedule a meeting with your Graduate Concentration Exploration Advisors for a personal consultation.
- During your first semester in the program a copy of the Concentration Elective Approval form must be submitted, by the deadlines found in your GSH, via email to newadmit@fullerton.edu or you may drop a copy off in SGMH4210.
 - *When you make any changes to your electives simply choose alternatives from the list below. You are **not required** to resubmit a new form as long as the elective courses are included in this list.*
- Concentration courses are offered less frequently than required courses. Picking your concentration elective courses within the first semester provides you with the opportunity to enroll in the courses as they are offered.
- It is your responsibility to check the prerequisites when selecting your concentration elective courses. You are responsible for completing any prerequisite coursework prior to enrolling in a course.

Choose / Mark a Maximum of “SIX” Electives

The concentration consists of 18 units or six electives from the same thematic discipline. Courses must be chosen from the provided list. Four courses must be at the 500 level and *no more than two courses may be at the 400 level*. No course numbered below 400 may be used.

Required Electives *(course descriptions are found in the University Catalog)*

- MKTG 565 Strategic Market Intelligence
- MKTG 575 Product & Brand Management

Check 2 – 3 Electives *(course descriptions are found in the University Catalog)*

<input type="checkbox"/> MKTG 543* Marketing Analytics for Managers	<input type="checkbox"/> MKTG 596T Contemporary Topics in Marketing <i>(may be repeated three times, in different topics, for credit)</i>
<input type="checkbox"/> MKTG 599 Independent Graduate Research	

Check 1 - 2 Electives *(course descriptions are found in the University Catalog)*

<input type="checkbox"/> MKTG 401 Professional Selling	<input type="checkbox"/> MKTG 450 Visual Marketing
<input type="checkbox"/> MKTG 405 Advertising & Promotions Strategy	<input type="checkbox"/> MKTG 455 Digital Marketing
<input type="checkbox"/> MKTG 415 Managing the Sales Force	<input type="checkbox"/> MKTG 462 Marketing for Entrepreneurs
<input type="checkbox"/> MKTG 425 Retail & Marketing Strategies	<input type="checkbox"/> MKTG 475 Export/Import Marketing Strategies
<input type="checkbox"/> MKTG 430 Sports Marketing	<input type="checkbox"/> MKTG 485 Multicultural Marketing
<input type="checkbox"/> MKTG 443* Mktg Analytics Dec.-Making in Info Age	<input type="checkbox"/> MKTG 489 Developing Marketing Strategies
<input type="checkbox"/> MKTG 444 Social Media Marketing & Analytics	<input type="checkbox"/> MKTG 495 Internship
<input type="checkbox"/> MKTG 445 Global Marketing	

***Students are not allowed to take both MKTG 543 and MKTG 443.**