

Degree Map
WP Online – MBA with Marketing Concentration
Start Date: Summer 1, 2025
Students Who Get All Foundation Courses Waived
Standard Track – 19 months

Summer I 2025	Summer II 2025	Fall I 2025	Fall II 2025	Spring I 2026	Spring II 2026	Summer I 2026	Summer II 2026	Fall I 2026	Fall II 2026
**MKT 7900 - Consumer Behavior - 3 credits	ENT 7600 – Innovation Management in the Age of Artificial Intelligence – 3 credits	**MKT 7940 - Digital Marketing – 3 credits	*ENT 7300 - Marketing for Entrepreneurship – 3 credits	RPS 6100 - Influence, Persuasion and Negotiation Strategy – 3 credits	MGT 6050 - Business Analytics for Strategic Decision Making – 3 credits	*MKT 7880 -Global Marketing – 3 credits	FIN 6550 - Financial and Economic Global Strategy – 3 credits	MGT 6570 - Innovation, Strategy and Corporate Sustainability – 3 credits	MBA 6700 - Integrated Learning Capstone – 3 credits

- * Course is only offered during this semester each academic year
- **Course is only offered once per year academic year during this session
- Prerequisite courses, when applicable, must be taken or registered for in a prior session.
- MBA 6700 should be taken in one of the final two 7-week sessions of the program & requires a prerequisite override from your advisor – (Brian Grzymkowski, grzymkowskib@wpunj.edu)