



HOUSTON CHRISTIAN UNIVERSITY DEGREE PLAN
MASTER OF BUSINESS ADMINISTRATION (MBA) IN MARKETING (RESIDENTIAL)
CATALOG YEAR: 2025-2026

NAME: _____ H#: _____ DATE: _____

Candidates for a Master of Business Administration must complete a total of at least 36-48 credit hours along with the following requirements:

- No more than 6 semester hours transferred from another college or university
- No grade below a "C"
- Cumulative GPA of at least 3.00

International Trip:

- Participation requires residential status and good academic and disciplinary standing (cumulative 3.0 GPA)

DEGREE REQUIREMENTS

COURSE #	COURSE NAME	HOURS
	FOUNDATION REQUIREMENTS (For students entering without a BBA degree)	
ACCT 5362	Accounting Principles	3
ECON 5363	Economic Principles	3
FINA 5260	Principles of Finance	2
MGMT 5260	Decision-Making Techniques for Managers	2
MGMT 5261	Management Principles	2
	TOTAL FOUNDATION REQUIREMENTS	12
	CORE REQUIREMENTS	
MGMT 6352	Organizational Behavior	3
BUSA 6315	Fundamentals of Data Analytics	3
FINA 6330	Financial Management	3
ACCT 6352	Accounting for Managers	3
MGMT 6392	Transformational Leadership and Ethics in Business	3
MKTG 6310	Marketing Management	3
ECON 6353	Global Economy and Institutions	3
MGMT 6334	Legal Challenges in HR Management	3
MGMT 6376	Business Strategy and Policy	3
	TOTAL CORE REQUIREMENTS	27
	MARKETING TRACK	
MKTG 6333	International Marketing Seminar	3
	Choose two (2) of the following: MKTG 6365 Marketing Strategies for Entrepreneurial New Ventures MKTG 6366 Develop and Manage Social Media Strategies for New Ventures MGMT 6357 Project Management BUSA 6395 International Management Experience (or Related Elective Course approved by MBA Director)	6
	TOTAL GENERAL MANAGEMENT TRACK	9
	TOTAL HOURS IN DEGREE	36-48

BY SIGNING BELOW, YOU ACKNOWLEDGE THAT YOU HAVE READ AND AGREE TO ABIDE BY ALL REQUIREMENTS ON THE DEGREE PLAN. THIS DEGREE PLAN IS NOT VALID UNTIL RECEIVED & PROCESSED BY THE OFFICE OF ACADEMIC RECORDS.

STUDENT SIGNATURE

DATE

ACADEMIC ADVISOR

DATE

Office of Academic Records Use Only

Processed by: _____ Date: _____