

## MBA Marketing Stream Sample Program Plan

All Goodman MBA program plans are customized to meet your needs. Program plan modifications will be made if you have advanced standing, are completing an exchange program or are completing your program on a part-time basis.

In order to obtain a specialization in Marketing, you must take MBAB 5P61, MBAB 5P62 and one of MBAB 5P65 or MBAB 5P64.

*\*Please be aware that although we endeavour to offer the specialty streams in terms three and four of the MBA each year, the possibility exists that a stream may not be offered.*

### Year 1

#### Fall (Term 1)

**MBAB 5P01**

Accounting for Decision Making 1

**MBAB 5P02**

Quantitative Analysis

**MBAB 5P03**

Economic Environment of Business

**MBAB 5P04**

Organizational Behavior

**MBAB 5P08**

Financial Management

#### Winter (Term 2)

**MBAB 5P05**

Marketing Management

**MBAB 5P06**

Accounting for Decision Making II

**MBAB 5P07**

Operations Management

**MBAB 5P09**

Management Information Systems

**MBAB 5P22**

Global Business

### Summer: Optional Co-op Term

### Year 2

#### Fall (Term 3)

**MBAB 5P20**

Applied Business Research

**MBAB 5P25**

Business Ethics

+ 3 electives

#### Winter (Term 4)

**MBAB 5P21**

Business Strategy

**MBAB 5P23**

Entrepreneurship

+ 3 electives

Or

**MBAB 5P24**

Business Law

#### Required Marketing Electives:

**MBAB 5P61**

Marketing Strategy

and

**MBAB 5P62**

Marketing Research

**MBAB 5P64**

Consumer Behaviour

Or

**MBAB 5P65**

Business-to-Business  
Marketing

#### Any TWO of the following:

**MBAB 5P60**

Marketing of High-Technology Products and Innovations

**MBAB 5P63**

International Marketing

**MBAB 5P66**

Services Marketing

**MBAB 5P67**

Sales Management

**MBAB 5P68**

New Product Development

**MBAB 5P69**

Integrated Marketing Communications

**MBAB 5P84**

Internet and Social Media Marketing

**MBAB 5P85**

Marketing Analytics