

Graduate School of Management Specialization List

3/7/2019

- The areas of Specialization are: Economics, Finance, International Business and Marketing.
- Specializations consist of 12 credits in a designated area of study as indicated below.
- A maximum of 3 credits may double count between two specializations. The remaining 9 credits must be unique to each specialization.
- All courses applied toward a specialization must be taken at Marquette University.
- The grades for courses applied toward a specialization must be “B” or better.
- All courses applied toward a specialization must be taken at graduate level.
- GSM courses not listed here, do not apply toward a specialization, but may be taken as electives toward a general MBA program.
- Students are not required to specialize.

Economics

12 credits of graduate economics ECON 6200 including and ECON 6560 and (6 credits from ECON Program)

- ECON 6200 - Economics for Management Decision Making
ECON 6560 - Applied Econometrics

AND

3 credits approved by Director of MSAE program.

Contact the Director of Applied Economics Program for specific elective course work and requirements.

International Business

12 credits from the following list*

- MBA 6110 - Strategy Introduction

And 3 credits from:

- INBU 5951/6951 - International Study in Business
OR (GSM travel abroad experience)
ECON 5951 - Marquette Led Travel and Study Abroad in Economics
INTE 5540 - Global Technology Experience

And 6 credits from the following:

- ECON 6544 - International Currency Markets
ECON 6546 - International Trade
HURE 5140 - International HR Management
INTE 6157 - Global Information Technology Sourcing
OSCM 6140 - Globalization and Global Operations
MARK 6140 - Global Marketing Strategy
FINA 6140 - International Financial Management
MANA 6140 - International Management
INBU 5931/6931 - Topics in International Business
INBU 6953 - Seminar in International Business
INBU 6995 - Independent Study in International Business

*One Political Science graduate course may be substituted (as approved by the IB Director).

Sport Business (restricted to joint program MBA/JD Sports Law students)

- LAW 7106 - Amateur Sports Law
LAW 7303 - Professional Sports Law
LAW 7950 - Workshop: Adv. Legal Research

and

A sports law workshops, i.e. LAW 7842, LAW 7786, LAW 7821

and

- MBA 6110 - Strategy Introduction

Finance

12 credits including FINA 6200; Requires four courses in Finance at the graduate level. FINA 6200 is a prerequisite for finance electives.

- FINA 6200 - Advanced Financial Management

AND

- ACCO 6180 - Finance Statement Analysis
ENTP 6180 - Entrepreneurial Finance
FINA 5081/6081 - Investment Banking
FINA 5370 - Advanced Investment Mgmt Ethics and Society
FINA 5931/6931 - Topics in Finance
FINA 6111 - Investments
FINA 6130 - Bank Management
FINA 6140 - International Financial Management
FINA 6163 - Real Estate Finance & Investments
FINA 6165 - Fixed Income Markets and Securities
FINA 6170 - Investments Management, Ethics and Society
FINA 6953 - Seminar in Finance
FINA 6995 - Independent Study in Finance (FINA)

Marketing

12 credits including MARK 6200; Requires four courses in Marketing at the graduate level. MARK 6200 is a prerequisite for other MARK electives.

- MARK 6200 - Marketing for Management Decision Making

AND

- MARK 6110 - Consumer Behavior
MARK 6120 - Integrated Marketing Communications
MARK 6125 - Digital Marketing
MARK 6130 - Customer Relationship Management
MARK 6136 - Sales Management
MARK 6140 - Global Marketing Strategy
MARK 6160 - Marketing Research
MARK 6165 - Marketing Analytics
MARK 6170 - Marketing Ethics and Social Responsibility
MARK 6175 - Marketing and Social Entrepreneurship
MARK 6185 - Brand Management
MARK 5931/6931 - Topics in Marketing
MARK 6953 - Seminar in Marketing
MARK 6995 - Independent Study in Marketing