



Inter American University of Puerto Rico
Aguadilla Campus
Department of Graduate Studies

Sequential Master of Business Administration with Specialization in Marketing
Effective from July 2017
45 Credits

Year 1
First Trimester

CODE	COURSE	CREDITS
BADM 5010	Quantitative Methods for Decision Analysis	3
BADM 5090	Business Marketing	3
TOTAL		6

Second Trimester

CODE	COURSE	CREDITS
BADM 5020	Business Economics	3
BADM 6350	Strategic Marketing	3
TOTAL		6

Third Trimester

CODE	COURSE	CREDITS
BADM 5030	Research Methodology Requisite: BADM 5010.	3
BADM 5040	Accounting for Managers	3
	One specialization course selected from Table 1.	3
TOTAL		9

Year 2
Fourth Trimester

CODE	COURSE	CREDITS
BADM 5060	Management Information Systems	3
BADM 5100	Organizational Theory and Behavior	3
	One specialization course selected from Table 1.	3
TOTAL		9

Fifth Trimester

CODE	COURSE	CREDITS
BADM 5190	Corporate Finance	3
BADM 6295	Global Operations	3
	One specialization course selected from Table 1.	3
TOTAL		9

Sixth Trimester

CODE	COURSE	CREDITS
BADM 6500	Integration Seminar on Entrepreneurial Strategies Requisite: Have completed all core courses.	3
BADM 697E	Integration Seminar in Marketing Research Requisites: BADM 5030, BADM 5090 and approval of all specialization courses.	3
TOTAL		6

Table 1: Marketing Specialization Courses

CODE	COURSE	CREDITS
BADM 5480	Digital Marketing	3

CODE	COURSE	CREDITS
BADM 6160	Marketing Research	3
BADM 6360	Marketing Communication	3
BADM 6370	Sales Analysis and Forecasting	3
BADM 6380	Consumer Behavior	3
BADM 6390	Global Marketing	3
BADM 6480	International Pricing	3
BADM 6550	Seminar on Current Marketing Topics	3