

# QBM - Marketing (2 Years) Roadmap

## **Fall Semester Year 1**

- Econ 600: Foundations of Economic Theory
- Econ 610: Advanced Econometrics
- Mktg 607: Marketing Management

## **Spring Semester Year 1**

- Econ 601: Advanced Microeconomics
- Mktg 610: Marketing Research

## **Fall Semester Year 2**

- Econ 605: Advanced Macroeconomics
- Economics Elective

## **Spring Semester Year 2**

- Econ 688: Applied Data Analysis
- Econ 693: Project
- Mktg 612: Marketing Analytics