

MARKETING SPECIALIZATION, MASTER OF BUSINESS ADMINISTRATION (MBA)

Marketing involves understanding human needs, identifying opportunities to create value, and building and managing brands. Marketers bring consumers and suppliers together to create win-win, mutually beneficial exchanges of products, services, ideas, and experiences. The information gleaned from marketing research shape strategy and communication across a variety of channels, both in-person and online. MBA students who specialize in Marketing are data-driven creatives who transform insights into creative, innovative, and valuable market solutions.

The Marketing specialization will sharpen your growth skills by first establishing a strong marketing strategy foundation before letting you focus on marketing research (to uncover critical consumer insights), new product development (to leverage innovation and value creation), or brand management (to empower leadership and ownership of a market-based solution). The courses will provide you with the knowledge and skills necessary to identify and develop the processes and products that meet customer demands, and it will prepare you for assuming and successfully managing marketing and growth-oriented roles in an organization.

Specific highlights include:

- Develop and conduct targeted market research, which will boost your interviewing and survey creation skills while you use advanced statistics to analyzing data and glean insights
- Coordinate syndicated data from various sources and use it to develop comprehensive marketing plans for your business or industry
- Translate research data into real-world business decisions
- Understand how to run and efficiently manage a P&L in a variety of consumer contexts and markets to deliver growth and clear ROI
- Design integrated marketing strategies that leverage the strengths of in-person and online/digital media in a carefully constructed portfolio
- Acquire and apply cutting-edge marketing tools, frameworks, and strategies for easy implementation within organizations
- Learn essential analytical skills and marketing models to go-to-market strategies

What jobs do MBA students specializing in Marketing pursue?

- Chief Marketing Officer (CMO)
- Chief Growth Officer (CGO)
- Brand Manager
- Product Manager
- Digital Marketing Manager
- Marketing Research Analyst
- Consumer Insights Manager
- PR/Communications Manager

Specialization Requirements

The Marketing specialization requires students to complete one course, MKT 535, and two additional elective courses from the list provided. Students should consider selecting two electives that best match their personal and professional objectives. Discussing course options with

a career advisor, an academic advisor, and/or a faculty member may be helpful.

Marketing Specialization

Course	Title	Quarter Hours
Required course:		4
MKT 535	MARKETING STRATEGIES AND PLANNING	
Select two of the following:		8
MKT 534	ANALYTICAL TOOLS FOR MARKETERS	
MKT 537	NEW PRODUCT MANAGEMENT	
MKT 540	STRATEGIC PLANNING: DEVELOPING SUSTAINABLE BUSINESS MODELS	
MKT 541	BRAND MANAGEMENT	
MKT 595	DIGITAL MARKETING ANALYTICS & PLANNING	

Students may take other graduate-level marketing courses as electives and request credit toward the Marketing Specialization.