

MARKETING, MASTER OF BUSINESS ADMINISTRATION (MBA)

The Marketing MBA will help you sharpen your skills in four key areas: market research, category management, business development and digital marketing. You can specialize in one area or combine areas to further enhance your skill set. The program will provide you with the knowledge and skills necessary to identify and develop programs and products that meet customer needs, and it will prepare you for assuming and successfully discharging managerial responsibilities in marketing or marketing-related positions.

Highlights

In this program you can choose to focus on a variety of practical advanced marketing skills, including the ability to:

- Develop and conduct targeted market research, which will boost your interviewing and survey creation skills while you use advanced statistics to analyzing small data sets.
- Coordinate syndicated data from various sources and use it to develop marketing plans for your business or industry.
- Translate research data into real-world business decisions.
- Thoroughly understand category management and how it helps to make better purchasing and pricing decisions.
- Develop marketing plans that work in a multicultural market to support global new business development and expansion.
- Advance key skills in digital marketing and online consumer research.

Concentration Requirements

Course Requirements

The concentration in Marketing requires the following four courses:

Course	Title	Quarter Hours
MKT 535	MARKETING STRATEGIES AND PLANNING	4
Select a minimum of three additional graduate-level marketing courses ¹		12

¹Not including MKT 555 MARKETING MANAGEMENT.

Students may take additional graduate-level marketing courses as electives and are encouraged to consult with department faculty for course recommendations.

You can focus on one area of interest or take a broad array of classes to enhance your skills.

Here are some suggested courses for specific areas of interest. If you have some other topics in mind, a faculty member or advisor can help you choose the best courses to match your interests.

Brand Management

Course	Title	Quarter Hours
MKT 541	BRAND MANAGEMENT	
MKT 542	BRAND CULTURE	
MKT 545	CONSUMER BEHAVIOR	

MKT 575	ADVERTISING AND SALES PROMOTION
MKT 582	CATEGORY MANAGEMENT

Business Development

Course	Title	Quarter Hours
MKT 550	BUSINESS TO BUSINESS MARKETING	
MKT 577	LEADING BUSINESS DEVELOPMENT	
MKT 578	SALES STRATEGY & TECHNOLOGY	
MKT 582	CATEGORY MANAGEMENT	

Consumer Insights

Course	Title	Quarter Hours
MKT 525	MARKET RESEARCH	
MKT 526	ADVANCED MARKET RESEARCH	
MKT 529	PRECISION MARKETING	
MKT 534	ANALYTICAL TOOLS FOR MARKETERS	
MKT 545	CONSUMER BEHAVIOR	
MKT 570	SERVICE DESIGN AND PATIENT EXPERIENCE	
MKT 798	SPECIAL TOPICS (PREDICTING CONSUMER CHOICE BEHAVIOR)	

Digital Marketing

Course	Title	Quarter Hours
MKT 595	DIGITAL MARKETING ANALYTICS & PLANNING	
MKT 798	SPECIAL TOPICS (SOCIAL MEDIA MARKETING)	
MKT 798	SPECIAL TOPICS (MULTI-CHANNEL MARKETING)	

Global Marketing

Course	Title	Quarter Hours
MKT 557	INTERNATIONAL MARKETING	
MKT 558	MARKETING ACROSS CULTURES: A GLOBAL PERSPECTIVE	
MKT 559	EMERGING MARKETS	
IB 750	INTERNATIONAL BUSINESS SEMINAR I	