

MARKETING STRATEGY AND PLANNING, MASTER OF BUSINESS ADMINISTRATION (MBA)

The Marketing Strategy and Planning MBA concentration puts you on track for upper-level management positions as it prepares you to master the art and science of business development and marketing. The program prepares you to find and evaluate new market opportunities, build strong customer relationships and design sustainable market strategies, as well as to understand organizational structure, competitive pricing and advantage, and external factors that affect marketing.

Highlights

In this concentration, you will gain knowledge and abilities to:

- Manage customers, product lines and new product development.
- Understand the design and sustainability of innovative business models.
- Develop plans and systematic strategies to achieve firm objectives.
- Analyze consumer behavior and translate your findings into sound business decisions.

Concentration Requirements

Course Requirements

The concentration in Marketing Strategy and Planning requires the following four courses:

Course	Title	Quarter Hours
MKT 535	MARKETING STRATEGIES AND PLANNING	4
MKT 536	PRICING STRATEGY	4
MKT 540	STRATEGIC PLANNING: DEVELOPING SUSTAINABLE BUSINESS MODELS	4
Select a minimum of one additional graduate-level Marketing course ¹		4

¹ Not including MKT 555 MARKETING MANAGEMENT

Students are encouraged to consult with department faculty for related elective courses.