## MBA: MARKETING CONCENTRATION

The Marketing concentration provides a solid grasp of marketing knowledge and skills, emphasizing the importance of satisfying customer needs, to meet organizational goals. Students learn how factors such as price, promotion and distribution affect a product’s image and success among the target market. Hands-on experience teaches students to collect relevant data, and turn the information into strategies that promote long-term relationships with customers.

### COMPLETE 2 REQUIRED COURSES AND 2 ELECTIVES.

**REQUIRED (2):**

- MK 612 Strategic Marketing
- MK 726 Customer Data Analysis & Relationship Marketing

**ELECTIVES (2):**

- GBE 790 Global Business Experience*
- MK 701 Internship in Marketing
- MK 711 Marketing Research & Analysis
- MK 712 Consumer & Buyer Behavior
- MK 713 Marketing Promotion and Communication
- MK 715 New Products: Plan, Development, & Marketing
- MK 716 International Marketing
- MK 718 Marketing of Services
- MK 725 eMarketing
- MK 735 Marketing Corporate Immersion *(Formerly Start-Up Marketing in the New Economy)*
- MK 755 Special Topics in Marketing
- MK 758 Enhancing Creativity

* GBE790 requires approval from the Concentration Adviser. If approved, the course paper must be relevant to the concentration area.

- All pre-requisites must be satisfied.