

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.