MBA with Marketing Concentration

This concentration is designed to provide students with the skills and tools necessary to successfully market services, products, and ideas for profit and not-for-profit firms. The courses have been designed to provide students with state of the art information for marketing in today’s changing environment. A marketing concentration can be valuable to a wide range of people including professional managers, not-for-profit employees, professionals, and small business owners. Key topics include: competitive advantage, segmentation, relationship development, and competitive positioning.

**Core:** 7 required courses

- MBA 761 – Accounting for Managers \([F, S]\)
- MBA 763 – Leadership, Teams & Individuals \([F, S]\)
- MBA 765 – Financial Decision Making \([F, S]\)
- MBA 767 – Market Opportunity Analysis \([F, S]\)
- MBA 769 – Applied Economic Analysis \([F, S]\)
- MBA 775 – Data Modeling and Analysis \([F, S]\)
- MBA 787 – [Capstone] Strategic Management \([F, S]\)

All core courses are offered every semester, both Fall \([F]\) and Spring \([S]\). Summer sections will be offered occasionally.

**Electives:** 3 courses from the following list

- MBA 771 – Law and Ethics \([S]\)
- MBA 773 – Managing Information \([F]\)
- MBA 779 – Managing Global Supply Chains \([S]\)
- MBA 785 – Global Business \([F]\)
- MGT 709 – New Venture Feasibility \([F]\)
- MGT 710 – New Venture Creation \([S]\)
- MGT 711 – Seminar in Negotiation \([F]\)
- MGT 712 – Change Management \([S]\)
- MGT 740 – Foundations of Human Resources \([S]\)
- FIN 708 – Advanced Corporate Finance \([F]\)
- FIN 710 – Investment Management \([S]\)
- FIN 709 – Applied Topics in Finance \([S, odd year]\)
- FIN 712 – Financial Markets and Institutions \([F, even year]\)
- FIN 715 – Portfolio Management \([S, even year]\)
- FIN 750 – International Financial Management \([F, odd year]\)
- IB 787 – International Seminar \([S]\)
- Any LBS 600 or 700-Level course. Limit 2 - 600 level.

All electives are offered once per year, Fall \([F]\), Spring \([S]\), or Summer \([S]\).

**Concentration:** 4 courses at MKT 700-level

- MKT 757 – Strategic Database Marketing \([F]\)
- MKT 777 – Services Marketing \([S]\)
- IB/MKT 725 – Global Consumer Behavior \([S]\)
- MKT 720 and MKT 777 required. Substitution by consent of MIB Chair]
- MKT 720 – International Marketing Research \([F]\)
- MKT 737 – New Service and Product Development \([S]\)
- IB/MKT 747 – Global Digital Marketing Strategies \([S]\)

All MKT 700-level courses are offered once per year.