



Cultivating Leaders Who Transform Business

MBA: 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.

MBA CORE REQUIREMENTS: 7 COURSES (21 CREDITS)

MBA 761 - Accounting for Managers [F S]

MBA 763 - Leadership, Teams, and 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 - Strategic Management (Capstone) [F S]

*ALL COURSES ARE OFFERED EVERY SEMESTER, BOTH FALL [F] AND SPRING [S].
SUMMER SESSIONS WILL BE OFFERED OCCASIONALLY.*

MBA ELECTIVES: CHOOSE 3 COURSES (9 CREDITS)

FIN 708 - Advanced Corporate Finance [F]

FIN 709 - Applied Topics in Finance [S, odd year]

FIN 710 - Investment Management [S]

FIN 712 - Financial Markets and Institutions [F, even year]

FIN 715 - Portfolio Management [S, even year]

FIN 740 - Risk Management

FIN 750 - International Financial Management [F, odd year]

IB 787 - International Seminar [Su]

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 [Su]

MKT 664 - Professional Sales & Negotiations [S]

MKT 711 - Strategic Marketing Management

Any **LBS 600** or **700**-level course [600-level: limit two]

*ALL ELECTIVES ARE OFFERED ONCE PER YEAR.
FALL [F], SPRING [S], OR SUMMER [Su].*

CONCENTRATION: CHOOSE 4 COURSES (12 CREDITS)

IB/MKT 725 - Global Consumer Behavior [Su]

[MKT 720 & MKT 777 required]

IB/MKT 747 - Global Digital Marketing Strategies [S]

MKT 720 - International Marketing Research [F]

MKT 737 - New Service & Product Development [Su]

MKT 757 - Strategic Database Marketing [F]

MKT 777 - Services Marketing [S]

ALL CONCENTRATION COURSES ARE OFFERED ONCE PER YEAR.

