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.