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 [Su]
- 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 [Su]
- Any LBS 600 or 700–Level course. Limit 2 - 600 level.

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

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

- MKT 757 – Strategic Database Marketing [F]
- MKT 777 – Services Marketing [S]
- IB/MKT 725 – Global Consumer Behavior [Su]
- [MKT 720 and MKT 777 required. Substitution by consent of MIB Chair]
- MKT 720 – Customer Satisfaction & Service Quality [F]
- MKT 737 – New Service and Product Development [Su]
- IB/MKT 747 – Global Digital Marketing Strategies [S]

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