MASTER OF SCIENCE IN MANAGEMENT
MARKETING

From the expanding presence of social media that empowers customers, to the downward pressure on prices due to increased competition, the rules of marketing continue to be rewritten. Today the number of media options that consumers turn to is in the hundreds of thousands, and businesses must find a way to position themselves strategically and cost effectively. The Marketing program integrates new research and the tools necessary to advance the knowledge of marketing professionals.

Foundation Course
Students admitted to the MS-Marketing program without sufficient background must complete the following additional course:

BUS ADM 701  Business Mathematics. 2 cr. [C- or better grade required]

Core Courses (18 credits)
BUS ADM 762  Marketing Research
BUS ADM 764  Buyer Behavior and Marketing Communications
BUS ADM 765  Strategic Product and Brand Management*
BUS ADM 806  International Marketing
BUS MGMT 708  Marketing Strategy: Concepts and Practice
BUS MGMT 709  Analytic Models for Managers

Elective Courses (12 credits)
BUS ADM 761  Seminar in Marketing (current topics)
BUS ADM 763  Marketing Analytics
BUS ADM 766  Marketing for Nonprofit Organizations
BUS ADM 769  Database Marketing
BUS ADM 894  Internet Marketing
BUS ADM 899  Management Research Thesis/Project
BUS MGMT 713  Entrepreneurship: Venture Creation and Management

Degree completion: 30 Credits