

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	Predictive Analytics for Managers

**Integrating Course*

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