

MBA, MARKETING CONCENTRATION

Master of Business Administration: MBA

Code	Title	Credits
Pre-requisite Courses ¹		
FIN 493	Statistical Concepts & Terminology	1
Required Courses		
MBA 606	Accounting for Managers	3
MBA 607	Strategic Marketing Management	3
MBA 609	Management of Production and Operations	3
MBA 660	Legal and Ethical Environment of Management	3
MBA 670	Financial Analysis	3
MBA 681	International Business & Leadership	3
MBA 684	Managerial Economics	3
MBA 685	Strategic Management and Policy	3
II. Concentrations		
Select one of the following Concentrations:		12
General MBA Concentration		
Hospitality Concentration		
Organizational Leadership Concentration		
Marketing Concentration		
Healthcare Administration Concentration		
Human Resource Management Concentration		
Entrepreneurship Concentration		
Cybersecurity Concentration		
International Business Management		
Total Credits		37

1

The pre-requisite courses offer students whose undergraduate degrees are in non-business areas a foundation in business terminology. FIN 493 Statistical Concepts & Terminology (1 cr.) is a basic statistics course for those who have not completed a college-level statistics course.

MBA, Marketing Concentration

Notes: The field of marketing impacts all aspects of business in the global economy today. Success or failure of a product or service in today's highly competitive marketplace depends on a well-executed marketing program. SMSU MBA with concentration in Marketing would provide the needed tools to succeed in the highly competitive global marketplace.

Code	Title	Credits
Marketing Core		
MBA 511	Integrated Marketing Communications	3
MBA 521	Business to Business Marketing	3
MBA 591	Consumer Behavior	3
Select one of the following:		3
MBA 531	Sales Management	
MBA 541	Consumer Insights	
MBA 553	Digital Marketing Analytics	
MBA 554	Content Marketing	

MBA 555	Mobile Marketing
MBA 561	Entrepreneurship
MBA 620	Negotiation & Mediation: Agreements in Law & Business

Total Credits 12