

MBA - Marketing Concentration

The Master of Business Administration degree program with a concentration in Marketing provides graduate students with knowledge and information about marketing strategy within the framework of business strategy and its interdependent functional strategies that create and deliver the value proposition. The marketing concentration emphasizes the importance of stakeholders in managing and/or revitalizing brands over time. Students evaluate best practices in hybrid distribution strategies that leverage partnerships and provide access to target markets utilizing traditional, online and digital channels designed to deliver interactive, omnichannel customer experiences that put customers at the center of all decisions. After graduating with this concentration, students can opt to pursue several key professional certifications.

Upon completion of this program, graduates are expected to:

- Gather, interpret and analyze research to inform decision-making at operational and strategic levels of an organization.
- Use advanced communication skills and awareness of cultural differences in global and domestic business interactions.
- Analyze problems from a diverse perspective, pose effective solutions and evaluate the impact of executive decisions.
- Assess and evaluate business entities taking into account cross-functional environments as they affect ethical decision making in domestic and global organizations.
- Create marketing and branding strategies within the framework of business strategy, leveraging traditional, digital and social media that influence targeted stakeholders.

Master of Business Administration — Marketing Concentration

Master of Business Administration

Foundation Courses

BUS5000	Business Fundamentals	3
BUS5010	Quantitative Methods in Business	3

Core Courses

FISV5600	Financial Management	3
FISV5720	Financial Reporting and Control	3
IBUS5511	Global Economic Environments	3
MGMT5575	Operations Management	3
MGMT5800	Effective Leadership	3
MRKT5500	Strategic Marketing	3
RSCH5800	Evidence-Based Research in Management	3

Marketing Courses *

MRKT6010	Advertising and Promotional Strategies	3
MRKT6035	Brand Management	3
Choose two of the following:		6
MRKT6125	Marketing in the Digital Environment	
MRKT6140	Digital Analytics for Marketing Managers	
MRKT6543	Social Media & Internet Marketing	

Career Capstone Course

MGMT6800	Business Policy and Strategy	3
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Total Credits **36.0-42.0**

* Note for Providence Campus students: MBA concentration courses may only be available online. Students should consult with their academic advisor regarding course availability and for planning.