

MBA - Marketing Concentration

Curriculum

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

BUSN5000	Business Fundamentals	3
BUSN5010	Quantitative Methods in Business	3

Core Courses

ACCT5600	Accounting for Strategic Decision-Making	3
BUSN5600	Business Analytics	3
FISV5600	Financial Management	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
MRKT6125	Marketing in the Digital Environment	3
MRKT6543	Social Media & Internet Marketing	3

Career Capstone Course

MGMT6800	Business Policy and Strategy	3
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Total Credits 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.

Admissions Requirements

To be considered for admission into any JWU graduate degree program offered on campus, the following documents must be submitted:

1. A completed graduate application for admission
2. Official or certified transcripts/mark sheets from all institutions attended, including proof of bachelor's degree and master's degree (if applicable) conferral. Transcripts issued to a student are not considered official unless in an unopened university envelope. When a graduate program application is submitted prior to completing requirements for the bachelor's degree, Graduate Admissions will consider the application and, if admissible, will offer an acceptance pending submission of final transcript verifying bachelor degree conferral. Without such verification, students may not be allowed to register for the current semester or

continue enrollment, and will be in jeopardy of losing their academic status with the university.

3. Statement of Purpose: an essay explaining your motivation, aptitude and goals related to graduate-level study
4. Letters of recommendation. Most graduate programs at JWU require two letters of recommendation. Recommendations should be from individuals qualified to attest to the applicant's potential for success at the graduate level of study.
5. Current résumé or CV
6. Applicants holding a bachelor's degree in any major are welcome to apply; a cumulative grade point average of 2.85 is required for admission.

Conditional Acceptance

Conditional acceptance to certain graduate business programs may be extended to students who have a 2.41–2.84 cumulative undergraduate grade point average and demonstrate significant evidence of professional success. Students granted conditional acceptance may take a maximum of three JWU graduate courses in their first semester (students may not enroll in two 8-week courses at the same time). If an overall GPA of 3.0 is earned in the first conditional semester, the student will be granted full admission to that program. Students who do not earn an overall GPA of 3.0 will be dismissed from the program and will not be accepted to any JWU graduate program.