Master of Science in Business

Concentration in Global Marketing Management

The Master of Science in Business with a Global Marketing Management concentration offers students the opportunity to concentrate their studies in two related areas: marketing management and global business management. Students select foundation, core and/or elective courses in accounting, economics, finance, or management to complement marketing courses in the program. Students interested in preparing for the increasingly global nature of business will be well suited for this unique Master of Science degree program. All degree candidates are strongly encouraged to participate in an intensive study program in a foreign language and/or a foreign study program.

Curriculum

Foundation Course (7): All or some of the foundation courses may be waived for students who have completed the equivalent undergraduate coursework with no less than a “C” grade. Undergraduate transcripts will be reviewed at the time of admission, and all waiver decisions will be included as part of an offer of admission.

- MGMT 524 Statistical Elements of Quant. Mgmt.
- ACCT 507 Fundamentals of Accounting
- FIRE 520 Financial Concepts of Management
- ECON 500 Concepts in Economics
- MKTG 570 Concepts and Issues in Mktg
- TWO courses in foreign language or proficiency or TWO cross cultural courses

Required Core Courses (5)

- MKTG 671 Marketing Management
- MKTG 656 International Marketing
- MKTG 657 International Marketing Planning Project
- MKTG 673 Marketing Research
- MGMT 642 Business Policy

Required Marketing Electives (Select 3)

- MKTG 672 Concepts in Consumer Behavior
- MKTG 674 Service Quality Management
- MKTG 697 Guided Study in Business
- MKTG 691 Topics in Marketing
- MKTG 693 Field Study in Marketing

Required Non-Marketing Electives (Select 2)

- ACCT 606 International Accounting
- ECON 609 Advanced International Economics
- FIRE 621 Cases in Financial Management
- FIRE 639 International Finance
- INFO 658 Electronic Commerce
- MGMT 632 Statistical Analysis
- MGMT 643 Applied Multivariate Methods
- MGMT 644 International Business Management
- MGMT 655 Entrepreneurship
- MGMT 669 Forecasting Methods for Business
- Or other approved graduate level course outside the School of Business