Master of Science in Business (Draft)

Concentration in Global Marketing Management

Curriculum

Purpose: The Global Marketing Management concentration provides the opportunity to focus on conceptual and experiential dimensions of marketing management. Students interested in the increasingly global nature of business will be well suited for this unique graduate degree program. Core courses provide a framework for understanding the role of marketing in diverse organizations. Electives add knowledge in areas of growing importance to the profession, and provide the flexibility for students to consider emerging topics in the global marketing environment. Client projects and global applications prepare students for marketing careers. Study abroad is available and encouraged.

Foundation (up to 6): 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.

- SCMA 524 Statistical Elements of Quant. Mgmt.
- ACCT 507 Fundamentals of Accounting
- FIRE 520 Financial Concepts of Management
- ECON 500 Concepts in Economics
- Two courses in foreign language or proficiency or two approved cross-cultural courses

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 (should be taken in final semester/session)

Marketing Electives (Select 3)

- MKTG 672 Concepts in Consumer Behavior
- MKTG 674 Service Quality Management
- MKTG 675 Digital Marketing
- MKTG 678 Marketing Analytics
- MKTG 691 Topics in Marketing
- MKTG 693 Field Project in Marketing
- MKTG 697 Guided Study In Business

Non-Marketing Electives (Select 2)

Students take two courses at the 600 level designation from non marketing areas, either inside or outside the School of Business. These courses must be approved by the program advisor.