Master of Science in Business

Concentration in Global Marketing Management

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.

Curriculum

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.

- ACCT 507 Fundamentals of Accounting
- FIRE 520 Financial Concepts of Management
- SCMA 524 Statistical Fundamentals for Business Management
- ECON 500 Concepts in Economics
- TWO-course sequence in a foreign language or proficiency in TWO approved cross-cultural courses

Core Courses (5)

MKTG 672 Concepts in Consumer Behavior
MKTG 671 Marketing Management
MKTG 656 International Marketing
MKTG 657 International Marketing Planning Project
MKTG 673 Marketing Research
MGMT 642 Business Policy and Strategy
(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):

ACCT 606 International Accounting
ECON 609 Advanced International Economics
FIRE 621 Cases in Financial Management
FIRE 639 International Finance
INFO 658 Securing the Internet of Things
MGMT 644 International Business Management
MGMT 655 Entrepreneurship
SCMA 632 Statistical Analysis and Modeling
SCMA 643 Applied Multivariate Methods
SCMA 669 Developing and Implementing Forecasting Methods for Business