

M.B.A., MARKETING SPECIALIZATION

MBA classes in Marketing immerses graduate students in interesting and emergent topics in the dynamic field of marketing. The program prepares students for upward career mobility in marketing and offers specialized courses in: New Product Development, Consumer Analytics, Digital Marketing, Strategic Integrated Marketing Communications, Global Marketing and more.

In addition to specialization courses, all MBA students receive a thorough grounding in market relevant aspects of management, finance, accounting, economics, quantitative methods, ethics, strategic and decision analysis, and executive communications. This rich business curriculum provides the marketing graduate student with the broad educational background in business that is necessary for career advancement.

Admission Requirements:

- The completion of a Bachelor's degree.
- A cumulative undergraduate grade point average (GPA) of 3.0
- Students whose undergraduate GPA is below 3.0 may be considered for admission and matriculation with the following conditions:
 - **Business undergraduate majors** with a GPA below 3.0 must take BUSI 599 in the first semester and attain a grade of B or better to continue in the MBA or MS program, **or**
 - must take the GMAT and attain a score of 560 (50th percentile) or better.
 - **Non-business majors** must take BUSI 599 in the first semester and attain a grade of B or better to continue in the MS or MBA program or GMAT
- Meet all minimum requirements of the Graduate Studies Office including: completed application; transcripts; recommendation letters; essay; resume; and test results as required. An interview may be requested.
- Additional requirements for international students include: Test of English as a Foreign Language (TOEFL) test results, and Educational Credential Evaluators (ECE), or World Education Services (WES) evaluation of international transcripts.
- Up to nine graduate course credits in applicable content from other institutions may be accepted with approval of the School of Business.

To apply for graduate study go to the Graduate Application web page (<https://www.njcu.edu/admissions-aid/graduate-admissions/graduate-degrees/business-administration-marketing-mba/>).

For more information about the GMAT exam go to GMAT (<http://www.mba.com/us/the-gmat-exam.aspx>).

For more information about the TOEFL exam go to TOEFL (<http://www.ets.org/toefl/>).

Update on Graduate Requirements and Test Waiver Request, click here (<https://www.njcu.edu/sites/default/files/pdfs/gstwrform.pdf>).

Prerequisite Requirements:

The 36-credit course of study assumes an undergraduate degree in Business, which includes financial accounting at the intermediate level,

and two semesters of statistics. Students with a degree in Business, but without these courses may be required to take:

BUSI 599 (<https://catalog.njcu.edu/search/?P=BUSI%20599>) with the embedded Harvard Business School Online Credential of Readiness (CORe) in the first semester and attain a grade of B to continue in the MBA program.

Curriculum Requirements:

Code	Title	Credits
Required Core Program:		18
FINC 514	Introduction to Business Analytics and Data Science	3
FINC 507	Corporate Financial Management	3
MGMT 595	Executive Communication	3
MKTG 515	Contemporary Marketing Perspectives: Trends, Strategies and Practice	3
ACCT 552	Strategic Profitability Analysis: Accounting for Managers	3
Marketing Specialization Courses		15
MKTG 720	Customer Analytics	3
MKTG 731	New Product Development	3
MKTG 732	Digital Marketing Strategy	3
MKTG 733	Global Marketing Strategy	3
MKTG 735	Strategic Integrated Marketing Communication	3
Capstone Requirement		
BUSI 799	Interdisciplinary Capstone in Business Administration	3
Total Credits:		36

Sample Degree Maps are based on full-time status. Full-time for graduate learners is defined as taking nine credits or more in a term. Term is defined as an academic time period during which the school holds classes. It may refer to scheduled fall, winter intersession, spring, or summer sessions. This is a sample degree map and sequence for required course work. Individual plans may vary based on specific learner needs. Students without an undergraduate business degree or degree in a related discipline may be required to take BUSI 599 Graduate Business Essentials (9 credits).

Code	Title	Credits
FIRST YEAR		
TERM 1		
FINC 514	Introduction to Business Analytics and Data Science	3
FINC 507	Corporate Financial Management	3
MGMT 595	Executive Communication	3
Credits		9
TERM 2		
MGMT 516	Global Strategic Management	3
MKTG 515	Contemporary Marketing Perspectives: Trends, Strategies and Practice	3
ACCT 552	Strategic Profitability Analysis: Accounting for Managers	3
Credits		9
TERM 3		

MKTG 720	Customer Analytics	3
MKTG 731	New Product Development	3
MKTG 732	Digital Marketing Strategy	3
MKTG 733	Global Marketing Strategy	3
MKTG 735	Strategic Integrated Marketing Communication	3
Credits		15
TERM 4		
BUSI 799	Interdisciplinary Capstone in Business Administration	3
Total Credits		36

Student Learning Outcomes

Upon completion of the Master of Business Administration with a specialization in the Marketing program, students will be able to:

1. Identify ethical issues and understand the implications of social responsibility for sustainable business practices.
2. Evaluate information and apply critical thinking skills to identify solutions and inform business decisions.
3. Utilize technology, apply quantitative methods and interpret data to solve business problems.
4. Integrate knowledge of core business concepts and collaborate productively as part of a team.
5. Work effectively in a diverse environment and understand how global and cultural issues effect the organization and its stakeholders.
6. Compose clear and concise forms of written communication to effectively convey ideas and information associated with business topics.
7. Communicate business concepts effectively through oral presentation.
8. Design and assess targeted marketing plans/programs and determine performance metrics.
9. Analyze current marketing research, trends and findings, and apply learnings in the creation of marketing plans and studies
10. Demonstrate a level of oral and written communication proficiency that is expected of 21st century market professionals.