

[ARCHIVED CATALOG]

Ask **Management: Marketing Specialization, M.B.A.****Requirements for the Master of Business Administration (M.B.A.) in Management****NY State Program Code:** 04092**HEGIS Code:** 0506.00**CIP Code:** 52.0201***(33-51 credits)***

The M.B.A. degree requires 33 to 51 credits of course work (depending on a student's prior preparation) in business core and business electives, and may be completed on a full-time or part-time basis. The Graduate Programs Office in the Willumstad School of Business evaluates each student's prior academic background to determine if certain prerequisite and foundation core courses can be waived, thus reducing the total number of credit hours required to complete the degree. The equivalent courses must have been completed within the past 5-7 years with a grade of B or higher in order to obtain a waiver from prerequisites and foundation courses. This flexibility is intended to accommodate students with varied academic backgrounds, including those who have already earned an advanced degree and are now seeking to earn a graduate business degree. Students are advised to meet with the Director of the MBA Program in Hagedorn Hall, Room 121, as soon as they enter the program and determine waivers, if any, prior to the end of their first semester. The M.B.A. curriculum meets state, regional, and national accreditation standards. For more information, call the Graduate Business Programs Office at (516) 877-4670.

The M.B.A. program has the following unified structure:

Prerequisites***(6 credits—may be waived depending on prior academic background)***

To ensure that all students possess the basic skills and abilities necessary for graduate business study, some students may need to take certain prerequisite courses (up to 6 credits) depending upon their academic preparation and background.

- [DSC \(0207\).501 - Computer Applications](#) Credits: 3.00
- [DSC \(0207\).507 - Mathematics For Managers](#) Credits: 3.00

Foundation Core (Common Body of Knowledge)***(18 credits—may be waived depending on prior academic preparation)***

A solid foundation in each of the functional areas of business, it also teaches the student to integrate material across the different disciplines. These courses are the “building blocks” for specializing in one of the disciplines listed below. Students will develop applicable analytical skills to interpret relevant data in the associated discipline. Depending on a student's prior academic preparation and background, some or all of the following foundation core courses may be required.

Courses are 3 credits each unless noted otherwise.

- [ACC \(0201\) 500 - Financial Accounting](#) **Credits:** 3.00
- [BUS \(0204\) 551 - Legal & Ethical Environment](#) **Credits:** 3.00
- [ECA \(0203\) 520 - Macroeconomics](#) **Credits:** 3.00
- [FIN \(0209\) 630 - Corporate Finance I](#) **Credits:** 3.00
- [MGT \(0210\) 561 - Management Theory/ Organizational Behavior](#) **Credits:** 3.00
- [MKT \(0212\) 580 - Marketing Management](#) **Credits:** 3.00

Advanced Core including a Capstone Course

(21 credits—required for all students)

This component of the program examines 21st century management issues on a macro and global level, and is designed to enrich the student's professional and learning experience. These courses provide every student with the knowledge to compete in a global marketplace, as well as to manage and grow a global enterprise.

- [DSC \(0207\) 573 - Management Information Systems and Business Analytics](#) **Credits:** 3.00
- [DSC \(0207\) 670 - Statistical Methods](#) **Credits:** 3.00
- [ACC \(0201\) 600 - Accounting For Managerial Analysis](#) **Credits:** 3.00
- [DSC \(0207\) 678 - Creating Organizational Value with Operations and Supply Chain Management](#) **Credits:** 3.00
- [FIN \(0209\) 734 - Building Shareholder Value](#) **Credits:** 3.00
- [MGT \(0210\) 666 - Leadership & Innovation In Complex Systems](#) **Credits:** 3.00
- [BUS \(0204\) 679 - Strategic Management](#) **Credits:** 3.00 (Capstone course)

Specialization/Electives

(12 credits—required for all students)

Depending upon interests and career objectives, students can make the focus of their M.B.A. program as broad or as narrow as they wish. Those seeking a broader course of study can select from advanced elective courses that span the entire spectrum of the business curricula. Specialization is available to those whose interests lie in one of the more traditional management spheres. Students opting for a specialization choose their electives from a prescribed list of courses relating to that specific discipline. Specializations are available in the following areas: [Accounting](#); [Finance](#); [Health Services Administration](#); [Human Resource Management](#); [Management](#); [Management Information Systems](#); [Marketing](#); [Sport Management](#). [Note: The linked pages display the complete set of requirements for the M.B.A. degree with a particular specialization; the courses specific to each specialization are shown at the end of each page].

All specializations require 12 credits, which are divided into 9-credits within discipline of the specialization and a 3-credit elective in any area of students' choosing. If a specialization requires additional coursework (i.e. Human Resources Management), students will complete an elective in the area of their specialization or to meet unmet MBA requirements. For students who have not taken marketing within the MBA program (i.e. it was waived), a marketing course replaces this elective.

Marketing

- [MKT \(0212\) 680 - Sales Promotion](#) **Credits:** 3.00
- [MKT \(0212\) 780 - Marketing Research](#) **Credits:** 3.00
- [MKT \(0212\) 781 - Sales Management](#) **Credits:** 3.00
- [MKT \(0212\) 782 - Advertising Management](#) **Credits:** 3.00
- [MKT \(0212\) 785 - New Product Management](#) **Credits:** 3.00
- [MKT \(0212\) 787 - Consumer Behavior](#) **Credits:** 3.00
- [MKT \(0212\) 681 - Digital Content Marketing](#) **Credits:** 3.00
- [MKT \(0212\) 691 - Marketing Using Social Media](#) **Credits:** 3.00

- [MKT \(0212\) 783 - Marketing Analytics](#) **Credits:** 3.00
 - [MKT \(0212\) 788 - Digital and Social Media Marketing Analytics](#) **Credits:** 3.00
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