



## Master In Business Administration/ Marketing Specialization \* / Program Overview

### ► Background to the program and subject area:

The marketing department master's program has two track-paths, first, thesis based. Students with a bachelor's in Marketing in addition to pharmacy, engineering, finance, accounting, banking, management information systems, business information systems, information technology, public administration, economy, hotel management, agriculture, tourism and effects, computer, actuarial science, are usually accepted in this program. In order to obtain a master's degree in marketing, it is incumbent on the student to successfully complete 36 hours of courses. The thesis path includes the study of 21 hours of mandatory requirements and optional requirements of 6 hours in addition to 9 hours accredited to the dissertation. The second path is the taught based, in which the student is required to complete 21 hours of mandatory courses, 6 hours of optional courses, and 9 hours accredited for successfully completing a compulsive accumulated exam.

### ► Vision statements of the program:

This program aims to excellence through the provision of programs selected with great care and high quality to provide the marketplace with creative marketers equipped with highest skills and capabilities needed to successfully compete in the marketplace.

### ► Mission statements of the program:

The department seeks to educate and teach students to work in various marketing functions by creating an intellectual environment that enables students to acquire knowledge and skills necessary to the practice of marketing in a professional and ethical manner to achieve success in the changing marketing environment.

### ► Program Aims:

The aim of MSc in marketing program is to provide students who aspire to be highly capable marketing professionals with advanced marketing knowledge and necessary skills.

Upon completion of the program, Students will be able to apply marketing concepts, principles and theories to implement effective marketing operations. Students will be able to apply advanced analytical and quantitative techniques in making sound marketing decisions.

Students will be able to analyse the impact of different market features and adapt appropriate marketing strategy and marketing decisions. Students will be able to assess the ethical implications of marketing decisions and be able to respond appropriately to them

## Contact Us

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## Master In Business Administration/ Marketing Specialization \* / Program Intended Learning Outcomes

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At the successful completion of the Master of Business Administration/ Marketing the student should be able to:

1. **Define, describe, and discuss** the main concepts of the business environment and the role of Marketing in this environment.
2. **Develop** advanced problem solving and analytical skills through exposure to real-life case studies.
3. **Assess** business contemporary issues to reflect business ethics and corporate social responsibility.
4. **Conduct** and Utilize scientific marketing research and statistical analysis skills to find relationships between marketing variables.
5. **Examine and Evaluate** consumer behavior in online and offline contexts.
6. **Formulate** an integrative marketing strategy through the application of multidisciplinary knowledge.
7. **Utilize** knowledge of the product, price, place and promotion essentials in developing in marketing plans.
8. **Write** a thesis to an academic standard that contributes to further knowledge and understanding in a related specialized field. **(Thesis track)**
9. **Write** a research proposal to an academic standard that expands knowledge a related specialized field.

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