

Business Administration with a Specialization in Marketing (MBA) - Accelerated Online Program

Overview

The concentration in marketing is an MBA specialization to enhance further students' critical and analytical skills obtained from their undergraduate programs. It provides rigorous training in various market research tools and techniques and applies them to solve existing and emerging problems. The specialization will help students develop a deep appreciation for and understanding of a wide range of marketing topics in the current environment of rapid advancement of technology and fast change in such areas as healthcare and new product development. We are particularly interested in developing skills that help us understand consumer preferences and introduce technologies that help us do so.

The Marketing Department is willing to work with students who have an undergraduate degree in an area other than business and who recognize that an MBA adds needed skills to any other undergraduate degree. Engineers, scientists, and liberal arts graduates may find that a Marketing specialization helps to round out their skill set.

This program is accelerated and is 100% online.

Admission Requirements

To be admitted to the graduate program in business administration, prospective candidates must first meet all requirements for graduate admission to UT Rio Grande Valley, as well as the other requirements listed below:

1. Bachelor's degree from a regionally accredited institution in the United States or a recognized international equivalent with a minimum of 3.0 GPA in the last 60 semester hours or a minimum of 3.0 GPA in the UTRGV Pre-MBA Graduate Certificate with no C grade.
2. Applicants with a GPA less than 3.00 will be considered on a case-by-case basis.
3. Official transcripts from each institution attended (must be submitted directly to UTRGV).
4. Respond to 5 short answer questions provided on application to demonstrate writing competency and communication skills
5. GMAT Exam with a minimum score 400 or the GRE test with minimum scores of 146 Verbal and 146 Quantitative

A waiver of the GMAT requirement will be granted to applicants who show proof of one of the following:

- Another graduate degree (master's or doctoral)
- An undergraduate GPA of 3.25 in upper-division courses in the last 60 semester credit hours.
- A waiver may be granted to those students who have more than four years of upper managerial experience in supervisory roles, control of budgets, and decision-making

Application for admission must be submitted prior to the published deadline. The application is available at www.utrgv.edu/gradapply.

Academic Standing

Three C Rule

A student who earns three C's in the MBA Program will be placed on suspension and is ineligible to continue. The student may appeal the suspension to the MBA Committee.

"F" Rule

A student who receives a grade of F will be automatically dismissed from the MBA Program. The student may appeal the dismissal from the MBA Program to the MBA Committee

Program Requirements

Leveling Courses - 9 Hours

All students entering the MBA Program can comply with the Leveling Courses requirement by completing equivalent undergraduate coursework with a grade of B or higher. Students without the required background must complete the following courses as applicable:

ACCT 6301	Accounting for Managers
FINA 6303	Introduction to Finance
QUMT 6303	Statistical Foundations

Required Courses - 27 Hours

ACCT 6320	Accounting and Financial Analysis
ECON 6350	Managerial Economics
FINA 6340	Advanced Corporate Finance
INFS 6330	Information Systems for Managers
MARK 6310	Marketing Strategy
MGMT 6330	Organizational Behavior
MGMT 6360	Operations Management
MGMT 6390	Strategic Management
QUMT 6310	Business Research

Specialization Courses - 9 Hours

Choose three from the following:

MARK 6311	Marketing Strategy for Non-Profits
MARK 6320	Consumer Behavior
MARK 6330	Business Ethics
MARK 6340	Market Research Methods
MARK 6350	Competing through Service
MARK 6360	Health Care Marketing
MARK 6370	Social Media in Business
MARK 6375	Marketing Analytics
MARK 6380	International Competitiveness
MARK 6385	Hispanic Marketing
MARK 6390	Marketing Seminar

TOTAL CREDIT HOURS: 36