

## Seller School of Business and Management

Graduate Business Degree Programs

Part-Time MBA Program

Part-Time MB

# MBA Specialization in Marketing

The Loyola MBA specialization in marketing explores the components of marketing management, including marketing strategy, consumer behavior, customer experience, sales management, digital marketing and analytics, and international marketing.

To earn this specialization, students complete three marketing electives. Course offerings may include:

- Consumer Behavior
- Customer Experience Design and Delivery
- Customer-Focused Innovation Management
- Digital Marketing and Analytics
- Emerging Trends in Global Marketing
- International Study Tour: International Marketing
- Strategies for Marketing Communication
- Special Topics in Marketing\*

*\*Special topics courses in marketing are updated by academic year or term to discuss contemporary issues in marketing and to meet the needs and requests of students.*

## Ready to Take Your Next Step?

Apply Now (<https://grad.loyola.edu/apply/>)

Request Info (</seller-business/request-information>)

Schedule a Call (<https://outlook.office365.com/owa/calendar/MBARecruitment1@students.loyola.edu/bookings/>)

## MBA Specializations

In addition to marketing, our Professional's MBA program can be customized for four other specializations:

- [Data Analytics and Digital Technologies \(/seller-business/academics/graduate/part-time-mba/specializations/data-analytics-digital-technologies\)](/seller-business/academics/graduate/part-time-mba/specializations/data-analytics-digital-technologies)
- [Finance \(/seller-business/academics/graduate/part-time-mba/specializations/finance\)](/seller-business/academics/graduate/part-time-mba/specializations/finance)
- [Interdisciplinary Business \(/seller-business/academics/graduate/part-time-mba/specializations/interdisciplinary-business\)](/seller-business/academics/graduate/part-time-mba/specializations/interdisciplinary-business)

- [Management \(/sellinger-business/academics/graduate/part-time-mba/specializations/management\)](https://www.loyola.edu/sellinger-business/academics/graduate/part-time-mba/specializations/management)

## EXPLORE OUR PROGRAMS

# Preparing the next generation of business leaders



## Undergraduate Programs

8 MAJORS, 7 MINORS, 11 FIELDS OF STUDY

Discover the difference of a business education grounded in the liberal arts





## Professional's MBA

PART-TIME, SELF-PACED, ONLINE AND HYBRID OPTIONS, 39 CREDITS

Designed for a range of working professionals looking to pursue their MBA at their own pace



## Emerging Leaders MBA

FULL-TIME, 12 MONTHS, 45 CREDITS

A cohort program designed for recent college graduates and early career professionals





## Master of Accounting

FULL-TIME, 10 MONTHS, 30 CREDITS

Designed for those with an accounting bachelor's degree, or equivalent coursework

Side-by-Side Graduate Program Comparison

Sellinger School of Business

4501 N. Charles St.

Baltimore, MD 21210

<https://www.google.com/maps/place/Loyola+University+Maryland+:+Alumni+Memorial+Chapel,+4501+N+Charles+St,+Baltimore,+MD+21210/@39.37662138>

410-617-5067

[Additional Contact Information \(/seller-business/request-information\)](#)

