# **BUSINESS ADMINISTRATION (MBA)**

Concentration: Marketing



# **ABOUT THIS DEGREE PROGRAM**

### A PROGRAM TO FUEL YOUR FUTURE

Learn to lead forward. The Master's Degree in Business Administration (MBA) program focuses on helping you build the skills needed to closely evaluate business situations. Take your leadership skills to the next level by tailoring your MBA with a marketing concentration.

By electing a marketing concentration, you will leverage your new understanding of business and management concepts to further explore tools and strategies used in fields such as digital marketing, promotion and public relations, brand management, market research and many other areas of marketing.

# **CAREER OPPORTUNITIES**

Graduates of DeVry University's Keller Graduate School of Mangement MBA program with a concentration in Marketing may consider, but are not limited to the following careers:

- Management Analyst
- Marketing Manager
- Store Manager
- Brand Manager
- Social Media Marketing Manager

# WHAT YOU'LL LEARN

#### **CORE MBA**

- Develop leadership skills to promote future-forward solutions for organizational success
- Collaborate in a dynamic work environment to support community in a global environment
- Analyze data to help make informed business decisions
- Analyze business opportunities, risks and options to manage financial resources
- Identifying opportunities for technology innovation within organizations
- Integrate managerial and technical skills to boost operating efficiencies
- Examine the alignment of organizational vision with structure, processes and culture
- Apply strategic thinking techniques to improve organizational productivity

### CONCENTRATION

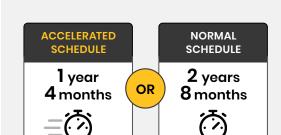
- Evaluate and deploy marketing strategies to create value for customers through product positioning, branding, and other techniques
- Understand consumer purchasing behavior through analysis of behavior patterns, purchasing attributes, and the decision process
- Use quantitative and qualitative data to help managers make better decisions regarding market targeting, pricing and advertising channels
- Use digital behaviors tracking and web analytics to improve the accuracy and effectiveness of digital media as part of a marketing plan

# **QUICK FACTS**



# **ACCREDITATION MATTERS**

Keller's MBA program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it has met the standards of business education that promote teaching excellence.



Average 6 credits

per semester

Average 10 credits

per semester

# **ACCELERATE AT YOUR PACE**

Choose the schedule that best fits your goals and commitments. With at least **9 credit hours**, of qualifying Prior Learning Credit and an accelerated pace, you can earn your **Master's Degree** in as few as **1 year 4 months**.

Or, follow a normal schedule and complete your program in 2 years 8 months.

Assumes continuous, year-round enrollment with no breaks



# **BUSINESS ADMINISTRATION (MBA) | Concentration: Marketing**

# **CORE MBA**

# **PROGRAM CORE**

ACCT500\* Essentials in Accounting, Finance and Economics ACCT503 Financial Accounting: Managerial Use and Analysis

ECON545 Business Economics FIN510 Corporate Finance

MATH534\* Applied Managerial Statistics

# STRATEGIC BUSINESS

MIS540\* Innovation through Technology

MKTG525 Strategic Marketing

One Human Resource Course Selection:

HRM587 Managing Organizational Change HRM591 Strategic Human Resource Management

HRM595 Negotiation Skills

One International Course Selection:
FIN565 International Finance

HRM584 Managing International Human Resources
INTL500 Global Perspectives for International Business

# LEADERSHIP AND TECHNOLOGY

MGMT501\* Organizational Structures and Business Processes

One Leadership Course Selection: LEAD510 Digital Leadership

MGMT591 Leadership and Organizational Behavior

One Elective Course Selection:

BIAM500 Applications of Business Analytics I

MGMT520 Legal, Political and Ethical Dimensions of Business

MGMT550 Managerial Communication

MIS525 Essentials of Information Systems and Programming

NETW583 Strategic Management of Technology

PROJ586 Project Management Systems

# **CAPSTONE**

MGMT601 MBA Capstone

# visit DeVry.edu | Call 888.DeVry.04

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), <a href="www.hlcommission.org">www.hlcommission.org</a>. The University's Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 1400 Crystal Dr., Ste. 120, Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the <a href="mailto:Tennessee Higher Education Commission">Tennessee Higher Education Commission</a>. Naperville Campus: 1200 E. Diehl Rd., Naperville, IL 60563. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program.

# CONCENTRATION

# MARKETING

MKTG550 Digital Marketing MKTG570 Marketing Research

Select one of the following:

MKTG578 Consumer Behavior ENTR550 Entrepreneurial Marketing

### **FAOS: MBA IN MARKETING**

# What's the difference between an MBA in Marketing and a Master's in Marketing?

An MBA in Marketing and a Master's in Marketing have some overlapping elements, particularly their focus on various marketing disciplines. However, a Master's in Marketing will have a greater focus on just marketing courses, while an MBA in Marketing will typically contain Business Administration and Marketing courses.



<sup>\*</sup>For more information, please refer to the Course Waiver section of the Keller academic catalog