

BUSINESS ADMINISTRATION (MBA) PATHWAYS

Concentration: Marketing



ABOUT THE MBA PATHWAYS

DeVry offers two distinct MBA pathways to suit your career goals:

STANDARD MBA:

Our MBA program equips you with critical skills in strategic thinking, problem-solving, and adaptability to help you succeed in today's competitive business world. With a flexible format, you can tailor your studies around your career goals.

LEADERSHIP MBA:

The Leadership MBA is designed to prepare you to stand out in leadership roles within your organization by focusing on advanced leadership strategies, strategic decision-making, and organizational growth. It includes a *Leadership Graduate Certificate*, allowing you to earn a specialized credential while completing your MBA.

CAREER OPPORTUNITIES

Graduates of DeVry University's Keller Graduate School of Management 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 and demonstrate professional communication skills and tools to support business needs.
- Demonstrate collaborative skills with diverse populations in multiple settings.
- Build the knowledge required to implement innovative approaches to solve specialized business problems.
- Apply analytical tools and technology applications to develop solutions to address the needs of an organization and its stakeholders.
- Demonstrate in-depth knowledge of enterprise-wide functions relevant in the global economy

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

48
CREDIT HOURS
minimum credit hours
required for graduation

16
COURSES



**MASTER'S
ADVANTAGE**

**PRIOR
LEARNING
CREDIT**

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.

COURSE WAIVERS FOR QUALIFYING DEGREES

If you've completed a bachelor's degree in business or technology, you may be granted waivers for **up to 3 courses totaling 9 semester credit hours.**¹

PRIOR LEARNING CREDIT

All of your experience matters at DeVry. Learn the ways you can get Degree Credit for Work and Life Experience.

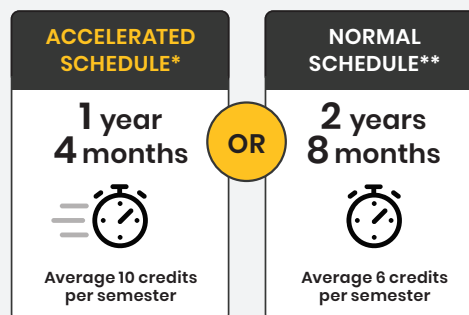
ACCELERATE ON YOUR SCHEDULE

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.

*Accelerated schedule requires at least 9 credit hours of Prior Learning Credit. Assumes completion of 3 semesters, enrollment in an average of 10 credit hours per semester and continuous, full-time year-round enrollment with no breaks per 12-month period.

**Normal schedule does not include breaks and assumes 3 semesters of year-round, full-time enrollment in an average of 6 credit hours per semester per 12-month period.



¹ Eligibility for and application of course waivers varies based on the type and level of course, credit earned, enrolled location and/or state of residence. For more information, please refer to the Course Waiver section of the [Keller academic catalog](#).

STANDARD MBA | Concentration: Marketing

STANDARD 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
LEAD560	Globalized Leadership

LEADERSHIP AND TECHNOLOGY

MGMT501*	Organizational Structures and Business Processes
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One Leadership Course Selection:

LEAD570	Leadership in the Age of AI
MGMT591	Leadership and Organizational Behavior

One Elective Course Selection:

BIAM500	Applications of Business Analytics I
LEAD590	Strategic Decision-Making
MGMT520	Legal, Political and Ethical Dimensions of Business
MGMT550	Managerial Communication
MGMT555	Operations Management
MIS548*	AI Applications for Business
MIS571	Design Thinking and Innovation Management
PROJ586	Project Management Systems

CAPSTONE

MGMT601	MBA Capstone
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*For more information, please refer to the Course Waiver section of the Keller academic catalog.

CONCENTRATION

MARKETING

MKTG551	Digital Marketing and Emerging Trends
MKTG571	Marketing Research and Analytics

One of:

MKTG576	Consumer Behavior and Customer Experience
MKTG580	Sales, Partnerships and Business Development
MKTG585	Brand Management

LEADERSHIP MBA | Concentration: Marketing

LEADERSHIP MBA

A key feature of this program is the *embedded Leadership Graduate Certificate* program, which allows you to gain a specialized credential on the way to earning your MBA.

PROGRAM CORE

ACCT500*	Essentials of Accounting, Finance and Economics
ACCT503	Financial Accounting: Managerial Use and Analysis
ECON545	Business Economics
FIN510	Corporate Finance
MATH534*	Applied Managerial Statistics

STRATEGIC BUSINESS

HRM587	Managing Organizational Change
LEAD560	Globalized Leadership
MIS540*	Innovation through Technology
MKTG525	Strategic Marketing

LEADERSHIP AND TECHNOLOGY

MGMT501*	Organizational Structures and Business Processes
LEAD570	Leadership in the Age of AI
LEAD590	Strategic Decision-Making for Leaders

CAPSTONE

MGMT601	MBA Capstone
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*Students who hold an undergraduate business degree, a technology degree or a degree with a technology specialization may be eligible to waive up to three courses (nine credit hours). Students with undergraduate degrees in other disciplines may also be eligible to waive select courses upon review of their undergraduate transcript. Course waiver availability varies by location. See Course Waivers for details.

CONCENTRATION

MARKETING

MKTG551	Digital Marketing and Emerging Trends
MKTG571	Marketing Research and Analytics

One of:

MKTG576	Consumer Behavior and Customer Experience
MKTG580	Sales, Partnerships and Business Development
MKTG585	Brand Management



THREE-IN-ONE

Keller offers a unique 3-in-1 design that allows you to earn both a *Leadership Graduate Certificate* and a *Marketing Graduate Certificate* as part of our Leadership MBA with a concentration in Project Management. This means you get a chance to earn both certificates while working toward your Master's Degree.²

² Future programmatic changes could impact the ability to earn additional credentials en route to an eligible degree program. Refer to the [academic catalog](#) for details.

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