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

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 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

QUICK FACTS

16 COURSES
8 WEEK SESSIONS
6 SESSIONS PER YEAR

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.

FLEXIBILITY TO FIT YOUR LIFE

Whether you’re balancing a job, family duties, or both on top of your studies, Keller’s flexible learning options allow you to tailor your experience to fit your life – and your professional goals. Study 100% online or take classes at one of our campus locations with our hybrid format. Classes start every 8 weeks, so you can advance your education when and where it makes sense for you.
# CORE MBA

## LEADERSHIP AND TECHNOLOGY
- MGMT501* Organizational Structures and Business Processes
- MGMT591 Leadership and Organizational Behavior

Select one of the following:
- BIAM500 Applications of Business Analytics
- MGMT520 Legal, Political and Ethical Dimensions of Business
- MGMT550 Managerial Communication
- HRM545 Negotiation Skills
- MIS525 Essentials of Information Systems and Programming
- NETW583 Strategic Management of Technology
- PROJ586 Project Management Systems

## ACCOUNTING & APPLIED MATHEMATICS
- 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
- MISS401 Innovation Through Technology
- MKTG505 Strategic Marketing

Select one of the following:
- HRM587 Managing Organizational Change
- HRM591 Strategic Human Resource Management
- HRM595 Negotiation Skills

Select one of the following:
- FIN565 International Finance
- HRM584 Managing International Human Resources
- INTL500 Global Perspectives for International Business

## CAPSTONE
- MGMT601 MBA Capstone

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

---

# CONCENTRATION

## MARKETING
- MKTG550 Digital Marketing
- MKTG570 Marketing Research

Select one of the following:
- MKTG578 Consumer Behavior
- ENTR550 Entrepreneurial Marketing

## FAQs: 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.

---

[Visit DeVry.edu | Call 888.DeVry.04](https://www.devry.edu)