

# Master of Business Administration with an Emphasis in Marketing

Let's get started on your degree.

\* What degree level are you currently seeking?

\* How would you like to attend?

\* What area of study interests you?

\* What program interests you?

\* Required field

\*\* Required field if international

Total Program Credits & Course Length:

Total Program Credits: 54

Online: 8 weeks

Transfer Credits: Up to 12 credits or 1/3 of the program

Program Tuition Rate:

Online: \$575 per credit.

## Overview

### Increase Your Opportunity with the MBA in Marketing

Gain the skills to compete for high-level corporate positions in branding and advertising with FordBridge's Master of Business Administration with an Emphasis in Marketing. This online MBA in marketing program incorporates technology and scholarly research to help you make an impact in corporate marketing. With a curriculum embedded in strategy development, this program fosters your creative spirit and encourages ethical practices in your service.

In the MBA in marketing degree program, you analyze current trends and issues facing international corporations. Embark on strategies to target diverse markets by comparing language, aesthetics, religions, business customs and attitudes on the marketing concepts and strategies are explored. In small, academically stimulating learning environments, discuss formulation and execution strategies within organizations and sustainability in the global marketplace. Research departmental functions from a managerial stance, and discuss behaviors and techniques that impact operations and embrace diversity.

## Degree Outcomes

### Study Servant Leadership

In this MBA in marketing program, emphasis is placed on marketing's impact on the global economy and organizational growth, planning and management. You use your interpersonal skills to address each business function and discuss innovative methods to practice services marketing, international marketing and management.

### What You Will Learn

#### Accelerate your Marketing Knowledge

The online MBA in marketing accelerates your learning through multiple course topics and objectives:

- Managerial concepts and strategies relating to the management of operations in both manufacturing and service environments
- Management of the marketing function, market environmental analysis as well as marketing planning, strategy and control
- Microeconomic and macroeconomic concepts relevant to contemporary business
- Quantitative tools and techniques used to model business functions and applications
- Current services marketing concepts, principles and theories
- Application of services marketing concepts to actual practice through case analysis and outside projects

### Career Outcomes

#### Promote Your Career with Advanced Leadership Skills

The marketing MBA offers you advanced skills and prepares you to pursue a career as a marketing executive, director, manager or other business leader. Typical job titles include vice president of marketing, marketing manager or director in all types of business and service organizations.

## Course List

The programs offered at FordBridge may vary by content and course length.

Major: 54 credits

Total Degree Requirements: 54 credits

### Program Core Courses

UNV-504: Introduction to Graduate Studies in the College of Business Total Credits: 2 credits

MGT-605: Leadership and Organizations Total Credits: 4 credits

ACC-502: Accounting Practices Total Credits: 4 credits

FIN-504: Finance Principles Total Credits: 4 credits

SYM-506: Applied Business Probability and Statistics Total Credits: 4 credits

ECN-601: Economics Total Credits: 4 credits

BUS-660: Quantitative Methods Total Credits: 4 credits

MKT-607: Marketing Management Total Credits: 4 credits

ACC-650: Managerial Accounting Total Credits: 4 credits

MGT-655: Operations Management Total Credits: 4 credits

FIN-650: Managerial Finance Total Credits: 4 credits

MGT-660: Strategic Management Total Credits: 4 credits

MKT-650: Services Marketing Total Credits: 4 credits

MKT-660: International Marketing Total Credits: 4 credits

## Program Locations

### Online

Pursue a next-generation education with an online degree from FordBridge. Earn your degree with convenience and flexibility with online courses that let you study anytime, anywhere. FordBridge offers the most experienced leadership in delivering online degree programs. Full-time faculty members and fully trained adjunct instructors, equipped with strong academic backgrounds and practical experience in their fields, support you every step of the way. Designed with the career-oriented professional in mind, our online classes provide an intimate environment that stimulates engaging and challenging discussions. Choose from programs across our distinct colleges, in high-demand employment areas. Classes begin frequently.

\* Please note that this list may contain programs that are not presently offered as program availability may vary depending on class size, enrollment and other contributing factors. If you are interested in a program listed herein please first contact your University Counselor for the most current information regarding availability of the program.