

M.Sc. IN MARKETING

Program Description

Unlike the MBA program, which offers a broad understanding of the cross-functional areas of business, the M.Sc. in Marketing provides more detail and a greater depth of understanding of contemporary marketing theory, practice and application. Students will learn how to develop and apply effective marketing techniques and approaches to a variety of business situations. The program will culminate in the development of a marketing plan for an existing or proposed business and a final presentation of the plan before faculty and business leaders.

Pre- Master Level Courses				
Course No.	DESCRIPTIVE TITLE	Credit Hrs.	Pre-requisite	
			Course No.	DESCRIPTIVE TITLE
MMGT 499	Introduction to Quantitative Business Analysis	None	None	None
MFIN 499	Principles of Finance	None	None	None
ECON 499	Principles of Economics	None	None	None
MACT 490	Principles of Accounting	None	None	None
Master Level				
1st Semester (9 credits)				
Course No.	DESCRIPTIVE TITLE	Credit Hrs.	Pre-requisite	
			Course No.	DESCRIPTIVE TITLE
MMGT511	Advanced Quantitative Business Analysis	3	None	None
MMKT512	Marketing Management	3	None	None
MMKT513	Consumer Behavior	3	None	None
9 Hours				
2nd Semester (9 credits)				
Course No.	DESCRIPTIVE TITLE	Credit Hrs.	Pre-requisite	
			Course No.	DESCRIPTIVE TITLE
MMKT521	Marketing Research	3	MMKT512	Marketing Management
MMKT522	Integrated Marketing Communication Strategies	3	MMKT512	Marketing Management
			MMKT513	Consumer Behavior
MMKT523	Channels and Retail Management	3	MMKT512	Marketing Management

3rd Semester (9 credits)

Course No.	DESCRIPTIVE TITLE	Credit Hrs.	Pre-requisite	
			Course No.	DESCRIPTIVE TITLE
MMKT531	Digital and Social Media Marketing Strategies	3	MMKTa512	Marketing Management
			MMKT513	Consumer Behavior
			MMKT522	Integrated Marketing Communication Strategies
MMKT532	Brand Management	3	MMKT512	Marketing Management
			MMKT513	Consumer Behavior
			MMKT522	Integrated Marketing Communication Strategies
MMKT533	Marketing Analytics	3	MMKT521	Marketing Research

4th Semester (9 credits)

Course No.	DESCRIPTIVE TITLE	Credit Hrs.	Pre-requisite	
			Course No.	DESCRIPTIVE TITLE
MMKT541	Strategic Marketing Management	3	MMKT531	Digital and Social Media Marketing Strategies
			MMKT532	Brand Management
			MMKT533	Marketing Analytics
MMKT542	Marketing Management Project	3	Co-requisite	Strategic Marketing Management
			MMKT541	
MMKT543	Managing E-commerce	3	None	None