

Master of Business Administration with a Concentration in Marketing



Effective marketing can mean the difference between success and failure for a corporation. Courses such as Consumer Behavior and Applied Business Research and Statistics can help you understand the market for your product or service and allow you to position your organization to stand out. Learn how University of Phoenix can help you take the lead in marketing.

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Objectives

The Master of Business Administration (MBA) program prepares students in the functional areas of business allowing them to develop managerial skills necessary to be effective in a rapidly changing business environment. The program is designed for students with an interest in entering or advancing their careers in business. The program reflects current research of managerial competencies as well as graduate business standards as reflected by existing national standardized graduate business tests.

In addition to the University learning goals, the MBA program prepares students to do the following:

- Recognize and solve problems systematically to make better business decisions.
- Manage, develop, and motivate personnel to meet changing organizational needs.
- Discover how diversity and values strengthen working relationships and contribute to effective problem solving.
- Leverage technology in a global environment to create sustainable competitive advantage.
- Evaluate risks and develop plans to lessen or eliminate their impact.
- Develop awareness of one's own personal values and how they affect business decision making.
- Assess whether an organization's plans and actions are aligned to meet its values.
- Integrate knowledge and reach decisions with incomplete or limited information.

- Understand a broad range of theoretical and practical applications in business.

The MBA consists of 36-54 credit hours. Thirty-six credit hours constitute the core curriculum which covers the following areas of business: management, human capital management, business law, organizational leadership, economics, accounting, applied business research & statistics, operations management, corporate finance, marketing, and strategic planning & implementation. Students can develop additional expertise in a particular area through the selection and completion of 15 credits of elective courses to earn a concentration, which may be recorded on the student's transcript.

Requirements and Prerequisites

You will need **48** credits to complete this program, which may be earned from a combination of required and elected courses. However, required courses may vary based on previous experience, training or transferable credits.

Core Courses

Accounting	ACC561
Economics	ECO561
Corporate Finance	FIN571
Human Capital Management	HRM531
Business Law	LAW531
Organizational Leadership	LDR531
Management	MGT521
Integrated Marketing Communications	MKT544
Technology Applications & E-marketing	MKT552
Consumer Behavior	MKT554
Advanced International Marketing	MKT562
Marketing	MKT571
Product Design And Development	MKT593
Operations Management	OPS571
Applied Business Research & Statistics	QNT561
Quantitative Reasoning For Business	QRB501
Strategic Planning & Implementation	STR581

Make an informed choice

We believe that students and families should be prepared financially for college and understand gainful employment opportunities before starting any program. So we want to ensure you have the information you need to make an informed choice - information like what it will cost, the skills you'll learn through your chosen program, and the types of occupations the program prepares you for. For important information about the educational debt, earnings, and completion rates of students who attended this program:

To view gainful employment disclosures, please visit:

[View the Master of Business Administration with a Concentration in Marketing gainful employment disclosures \[http://www.phoenix.edu/programs/ge/default/mba-mkt.html\]](http://www.phoenix.edu/programs/ge/default/mba-mkt.html)

While widely available, not all programs are available in all locations or in both online and on-campus formats. Please check with a University Enrollment Representative.