



## 2022-2023 University Catalog

### STRATEGIC MARKETING, MBA

The Strategic Marketing MBA Specialization Track is designed for professionals who seek to expand their knowledge of modern best practices in marketing and emerging tactical areas while strengthening their data-informed decision-making and management abilities. The specialization coursework offers experienced marketers the opportunity to re-tool, preparing themselves for career advancement in the age of Big Data and digital-first strategies. It will also support professionals interested in making a career pivot to a marketing, sales, product management, or marketing communications role.

#### M.B.A. CORE

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- [MGT 501 - Systems Management & Organizational Theory, 3 credit hours](#)
- [MGT 509 - Organizational Leadership, 3 credit hours](#)
- [BUS 526 - Operations Analysis Models, 3 credit hours](#)
- [ACC 548 - Accounting for Business Decisions, 3 credit hours](#)
- [FNC 548 - Financial Management I, 3 credit hours](#)
- [MKT 551 - Strategic Marketing, 3 credit hours](#)
- [FNC 581 - Managerial Economics, 3 credit hours](#)
- [MGT 670 - Strategic Management, 3 credit hours](#)

#### STRATEGIC MARKETING SPECIALIZATION

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- [MKT 537 - Digital Marketing Management, 3 credit hours](#)
- [BUS 628 - Applied Marketing Analytics, 3 credit hours](#)

#### STRATEGIC MARKETING ELECTIVE (Choose 1 Course)

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- [MGT 645 - Project Management, 3 credit hours](#)
- [MGT 657 - Managing Change, Creativity & Innovation, 3 credit hours](#)
- [MKT 761 - Healthcare Strategic Marketing, 3 credit hours](#)
- [SPM 511 - Sport Marketing, 3 credit hours](#)

#### Course Descriptions:

##### **ACC 548 - Accounting for Business Decisions, 3 credit hours**

This course is designed to enhance a manager's understanding in the use of accounting for business decisions. Emphasis is placed on "a day in the life" of a manager and the many interactions with internal and external auditors and others seeking information regarding company financial results, dependency

and usage of accounting information systems, and the various analytic techniques that can be applied to the company's financial data.

**BUS 526 - Operations Analysis Models, 3 credit hours**

This course will utilize Excel to analyze models often seen in operational environments. Students will learn how to break down, analyze, display and make recommendations based on large data sets. Students will also explore forecasting techniques. Other operational models and other topics may also be utilized including PERT/CPM, Quality, Six Sigma, Lean, Inventory, Learning Curves, Queueing.

**BUS 628 - Applied Marketing Analytics, 3 credit hours**

This course encompasses the collection and analysis of information from the web, including web-based surveys, web analytics, online communities, blog scraping, and web spiders to support marketing strategy and performance. Three areas will be examined: *Data visualization* of complex data and models for discerning patterns using graphical representations; *Network analysis* of social media and mobile data for actionable strategic insights, and *Website Analytics* data mining for measurement of offline marketing, channel performance, and return on marketing investment.

**FNC 548 - Financial Management I, 3 credit hours**

This is a foundation class in finance for MBA students. The course covers the basic concepts, tools, and techniques needed to make financial decisions. The topics covered in this course will include Financial Tools (Ratio Analysis, Time value of money – PV, FV, NPV, IRR, Payback, PI etc. in evaluating projects), Valuation of Securities and Projects (Fixed Income, equity), and Risk and Return.

**FNC 581 - Managerial Economics, 3 credit hours**

This course presents an introduction to economic issues relevant to modern day managers. The course coverage includes a range of both microeconomic and macroeconomic subjects. The course allows students to apply microeconomic theory to firm management and learn how to use microeconomics to enhance decision making. Further, the course introduces students to macroeconomic indicators and their importance to business performance. Topics covered include demand and supply analysis, consumer theory, market price and output, production, cost, simple competitive market equilibrium, simple monopoly pricing and output determination, price discrimination, and bundling for the microeconomics portion of the course. The macroeconomics section will cover unemployment, inflation, monetary and fiscal policy, economic growth, the causes and consequences of recessions, and issues in global economics.

**MGT 501 - Systems Management & Organizational Theory, 3 credit hours**

With an emphasis on systems management, organizational theory, and ethical management practices, this course provides the foundational theories and applications of organizational management that will be built upon throughout the MBA program. The course provides both a theoretical foundation and a practical understanding of dynamic internal and external organizational environments, and introduces some ethical challenges faced by today's managers. On the individual level, students will begin a process of self-discovery and action planning.

**MGT 509 - Organizational Leadership, 3 credit hours**

This course provides an analysis of behavioral science approaches to organizations, stressing the implications of theoretical concepts on managerial practices. Topics examined include strategic leadership, individual and team dynamics, and organizational change. Students will also explore interpersonal strategies related to conflict management and negotiation. This course continues the self-exploration of personal mastery with an emphasis on leadership.

**MGT 645 - Project Management, 3 credit hours**

This course provides students with the basic knowledge in project management according to the Project Management Body of Knowledge (*PMBOK® Guide*). It provides project managers with the fundamental practices needed to achieve organizational results and excellence in the practice of project management. The course is aligned with the current *PMBOK® Guide* covering the following knowledge areas: Integration Management, Scope Management, Schedule Management, Cost Management, Procurement Management, Quality Management, Resource Management, Communication Management, Risk Management and Stakeholder Management.

**MGT 657 - Managing Change, Creativity & Innovation, 3 credit hours**

This course will bring together comprehensive aspects of change management, creative problem solving, and organizational growth with systems thinking. The course will be designed to use relevant and timely case study materials, interviews, reflective questions, and hands-on experiential opportunities. Specific topics in the course will include (but not be limited to) The Process of Change, Creativity and Innovation; Growth in the Creative Economy and the Future of Organizations; The Individual – Promoting Critical Thinking; The Group – Nurturing Team Work; The Leader – Promoting New Ideas at Work; The Culture – Enabling and Constraining Creative Processes at Work; and the Organization – Managing Processes of Change.

**MGT 670 - Strategic Management, 3 credit hours**

**Prerequisite(s):** Completion of all core MBA courses

This capstone course represents the culmination and integration of the student's MBA coursework throughout the MBA program. The art and science of strategic analysis, planning and development, implementation and execution, along with competitive assessment and overall enterprise management is the focus of the class. The student learns to apply the knowledge acquired in the classroom environment to a company that is a major player in its industry and/or in a simulated business strategy game. The competency gained will enable the student to formulate decisions based on rigorous analysis, and enable them to implement decisions, given the organization's capabilities and limitations.

**MKT 537 - Digital Marketing Management, 3 credit hours**

Students explore the skills and knowledge areas necessary in managing the projects, processes, and people involved in effective digital marketing strategy development and implementation. Course modules include inbound strategy and search engine optimization (SEO); search engine marketing (SEM); social media and content marketing; and email, CRM and marketing automation. Analysis of key performance indicators and an exploration of content creation is woven throughout the program. This is an on-line course.

**MKT 551 - Strategic Marketing, 3 credit hours**

This course focuses on the managerial decision-making process of market segmentation, targeting, positioning, branding, pricing, delivering customer value, customer relationship management, consumer behavior, marketing online, leveraging databases, return on marketing investment, and the ramifications of marketing decisions. The course examines how marketing has been transformed by globalization, hyper-competition, industry consolidation, and technology. Students will develop both strategic and tactical marketing skills by working on real-world products/services using market research, segmentation approaches, international and product life cycle management, and financial analysis.

**MKT 761 - Healthcare Strategic Marketing, 3 credit hours**

An organization must deal with strategic and tactical issues on a domestic and global basis if it is to

maintain an effective marketing organization. The course places special emphasis on the determination of longer-term marketing strategy, the building of shorter-term tactics, and the significance marketing has in the strategic direction of the firm. Emphasis is given to the examination of competitive operations and practical marketing problems confronting executives. Topics include target marketing, marketing research basics, branding, consumer behavior as well as advertising.

**SPM 511 - Sport Marketing, 3 credit hours**

Students gain an understanding of the various aspects of sport marketing: market research, promotions, advertising, public relations, and sport marketing strategy. The course will also explore the development of e-marketing strategies and e-business models as they apply to the marketing and branding of the sport product.