

# Business Administration

with a major in Marketing

MASTER

NOVA SOUTHEASTERN  
UNIVERSITY

**NSU**  
Florida

## Program Features

- 37 credit hour graduate degree
- 18–21 months
- Program begins five times annually with starts in January, March, May, August, and October.

## Program Formats

- M.B.A. core courses are offered evenings at the Fort Lauderdale/Davie Campus, Miami Campus, and online.
- Marketing major courses are offered evenings at the Fort Lauderdale/Davie Campus and online.

Learn More  
[business.nova.edu](https://business.nova.edu)



## M.B.A. with a major in Marketing

In a crowded global market, it's more important than ever for companies to continue finding new ways to connect with consumers. You're ready to help lead the effort—our program will prepare you to dominate the competition.

The M.B.A. with a major in Marketing provides you with a foundation in advanced business administration while focusing on the marketing skills you need to help virtually any enterprise—profit and nonprofit alike—grow a loyal consumer base. You'll learn from Fortune 500 business executives and other industry leaders, who can provide insights and leadership while you do hands-on work on real-world projects.

You'll develop skills for planning, directing, and coordinating marketing programs, as well as cover pricing strategies and profit maximization. Your skills in generating demand and providing multichannel experiences will position you for success, no matter what the industry.



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## MASTER

### 2020–2021 Curriculum

<b>M.B.A. Core Courses</b> (22–31 credits)			Credits	<b>Marketing Major Required Course</b> (3 credits)			Credits
ACT	5001	Introductory Accounting*	3	Open elective—any course in HCBE excluding CHS prefix			3
ACT	5140	Accounting for Decision Makers B	3				
FIN	5008	Business Finance*	3				
FIN	5130	Financial Management	3				
ISM	5150	Information Strategy for Digital Transformation	3				
MGT	5001	Developing Academic and Career Success	1				
MGT	5105	Managing Organizational Behavior in a Dynamic and Complex World	3				
MGT	5170	Applying Strategy for Managers	3				
MKT	5125	Marketing Decisions for Managers	3				
QNT	5000	Foundations of Business Statistics*	3				
QNT	5160	Analytical Modeling for Decision Making	3				

  

<b>Marketing Major Required Course</b> (3 credits)			Credits
Open elective—any course in HCBE excluding CHS prefix			3

  

<b>Marketing Electives</b> (12 credits)			Credits
<i>Choose four from the following.</i>			
MKT	5200	Customer Value	3
MKT	5205	Consumer Behavior	3
MKT	5225	Social Media Marketing	3
MKT	5235	Global Marketing	3
MKT	5245	Marketing Research and Analytics	3
MKT	5255	Digital Marketing Analytics	3
MKT	5280	Marketing Internship	3

\* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been completed in the past 10 years.

#### Yearly Earning Potential

Marketing Benefits Manager | \$128,750

Sales Manager | \$113,860

Advertising and Promotions Manager | \$95,890

Source: U.S. Bureau of Labor Statistics

This publication should not be viewed as a substitution for official program requirements and outcomes. A student is responsible for meeting the curriculum and program requirements in the *Graduate Student Catalog* that are in effect when the student enters the program.

Nova Southeastern University admits students of any race, color, sexual orientation, gender, gender identity, military service, veteran status, and national or ethnic origin. ■ Nova Southeastern University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate's, baccalaureate, master's, educational specialist, doctorate, and professional degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Nova Southeastern University. 06-051-19\_05NOM

#### Enrollment Services

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