

Business Administration

with a concentration in Marketing

MASTER

NSU
Florida

H. Wayne Huizenga College of
Business and Entrepreneurship
NOVA SOUTHEASTERN
UNIVERSITY

At a Glance

PROGRAM FEATURES

- 40–49 credit hours depending on undergraduate coursework
- 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 days and evenings at the Fort Lauderdale /Davie Campus and online.
- Marketing concentration courses are offered evenings at the Fort Lauderdale/Davie Campus and online.

M.B.A. with a concentration in Marketing

The corporate world has long been requesting marketing programs at the master's-degree level. These employers have recognized that strong marketing skills are required for virtually any corporate career. In addition, if you intend to own your own business, no matter what field you are in, marketing skills are crucial.

The M.B.A. in Marketing program was designed with the needs of different industries incorporated into the course content. The marketing manager position is normally described by the Bureau of Labor Statistics as someone responsible for planning, directing, and coordinating marketing policies and programs. Marketing managers also help to determine the demand for products and services, identify potential customers, and develop pricing strategies with the goal of maximizing the firm's profits or share of the market.



Learn More
business.nova.edu

Business Administration with a concentration in Marketing

MASTER

2018–2019 CURRICULUM

M.B.A. Core Courses (22–31 credits) Credits

ACT	5001	Introductory Accounting*	3
ACT	5140	Accounting for Decision Makers	3
FIN	5008	Business Finance**	3
FIN	5130	Financial Management	3
ISM	5150	Information Systems Strategy and Data Management	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	Data Driven Decision Making	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.

** Waivers will only be considered when an equivalent course with a grade of *B-* has been completed in the past 5 years.

Marketing Concentration Required Course (3 credits)

MKT	5290	Cases in Strategic Marketing	3
-----	------	------------------------------	---

Marketing Electives (15 credits) Credits

Choose five from the following.

MKT	5200	Customer Value	3
MKT	5205	Consumer Behavior	3
MKT	5215	Sales Management	3
MKT	5225	Social Media Marketing	3
MKT	5235	Global Marketing	3
MKT	5245	Marketing Research	3
MKT	5255	Marketing Analytics	3
MKT	5260	Services Marketing	3
MKT	5270	Managing Marketing Communications	3
MKT	5280	Marketing Internship	3

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. 05-046-18_10PGA

Enrollment Services

3301 College Avenue
Fort Lauderdale, Florida 33314-7796

business.nova.edu

(954) 262-5067 • 800-672-7223 ext. 25067

hcbeinfo@nova.edu

NSU
Florida

H. Wayne Huizenga College of
Business and Entrepreneurship
NOVA SOUTHEASTERN
UNIVERSITY