



Master's Degree Program BUSINESS ADMINISTRATION

Concentration: **Marketing**

KELLER
GRADUATE SCHOOL OF MANAGEMENT

ABOUT THIS DEGREE PROGRAM

The Master of Business Administration program (Master of Business Administration in Management program in New York) blends management theory with real-world applications, emphasizing practical skills and concepts businesses demand from management professionals. Providing a comprehensive business education, the program is designed to enable students to develop management expertise and advance their knowledge and skills in areas such as corporate management, directing cross-disciplinary endeavors and integrating functions across the business enterprise.

MARKETING CONCENTRATION

Staying competitive in today's dynamic business world means staying current with the latest strategic developments in marketing.

By taking advantage of our degree program, you can explore how marketing works within organizations and learn to build and develop sound marketing plans for today's evolving economy, integrating ethical and international considerations. Specifically, you can customize your MBA with a concentration in Marketing by focusing on a variety of pertinent topics, including market segmentation, targeting, positioning and research, pricing, channels of distribution, sales management, and advertising and marketing budgets.

Graduates of this program may consider career fields including but not limited to, the following:

- Advertising
- Brand Management
- Digital Marketing
- Industrial Buying
- Product Distribution
- Product Management
- Promotion and Public Relations
- Sales
- Social Media Marketing
- Market Research Analysis and Management



TECH PATH

We've put technology at the core of this program. With TechPath, you'll gain a technology foundation through our experiential learning approach and build the applied tech skills that you'll need to function in the tech-driven business world. You'll also work through real-world business scenarios to be better prepared to tackle modern business problems.

KNOWLEDGE AND SKILLS

MANAGEMENT THEORY AND PRACTICES — Demonstrate in-depth knowledge of enterprise-wide functions relevant in the global economy.

PROFESSIONAL COMMUNICATION — Demonstrate professional oral and written communication skills through written reports, research projects, business plans and oral presentations.

COLLABORATION — Collaborate effectively with diverse populations in multiple settings.

PROBLEM SOLVING — Analyze information to solve business problems through comprehensive research and use of appropriate technologies.

TECHNOLOGY — Apply analytical tools and applications to develop analyses and solutions to address the needs of global stakeholders.

COMMUNICATION — Apply professional communication skills (using oral, written, and/or electronic means) delivered to a variety of audiences, and awareness of the need to develop implementable documents, based on high quality research that manifests in relevant content, clear, and compelling ideas

CONSUMER BEHAVIOR — Analyze customers and their needs by evaluating buyer behavior patterns and recommend marketing strategies.

MARKETING RESEARCH — Demonstrate both quantitative and qualitative research techniques, including written questionnaires, telephone surveys, test marketing and focus groups, to support management decisions regarding target markets, product features, positioning, pricing, advertising and new product introductions.

DIGITAL MARKETING — Demonstrate mastery of the practitioner perspective and apply knowledge of strategic and tactical planning and the various digital marketing tools used to reach various market segments.

ESSENTIALS COURSES

ACCT500	Essentials in Accounting, Finance and Economics
MATH534	Applied Managerial Statistics
MGMT501	Organizational Structures and Business Processes

CORE-DEGREE COURSES

ACCT503	Financial Accounting: Managerial Use and Analysis
ECON545	Business Economics
FIN510	Corporate Finance
HRM591	Strategic Human Resource Management
INTL500	Global Perspectives for International Business
MGMT520	Legal, Political and Ethical Dimensions of Business
MGMT591	Leadership and Organizational Behavior
MIS540	Innovation Through Technology
MKTG525	Strategic Marketing

CONCENTRATION-SPECIFIC COURSES

MKTG550	Digital Marketing
MKTG570	Marketing Research
MKTG578	Consumer Behavior

CAPSTONE

MGMT601	MBA Capstone
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ACCREDITATION MATTERS

Keller's Master of Business Administration program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it has met standards of business education that promote teaching excellence.



In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), www.hlcommission.org. Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus – 2450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation by the THEC, www.tn.gov/thecc. Nashville Campus - 3343 Perimeter Hill Dr., Nashville, TN 37211. To report unresolved complaints to the Illinois Board of Higher Education, visit their webpage at <http://complaints.ibhe.org/> or by mail to the Illinois Board of Higher Education, 1 N. Old State Capitol Plaza, Suite 333, Springfield, IL 62701-1377. Programs, course requirements and availability vary by location. Some courses may be available online only. All students enrolled in site-based programs will be required to take some coursework online and, for some programs and locations, a substantial portion of the program may be required to be completed online. Keller's academic catalog, available via kelleredu.edu/catalog, contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing. ©2017 DeVry Education Group. All rights reserved. Version 11/8/17



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