

# MBA, MARKETING DEGREE PROGRAM

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The MBA Marketing Program strives to develop leaders who are able to execute successful marketing strategies while considering the societal implications of such strategies. The program immerses students in a cutting-edge academic environment through innovative curricula that prepares them for the evolving world of marketing. Core learning outcomes center on analytical effectiveness, ethical awareness and reflection, development of a global perspective, and effective communication.

Code	Title	Credit Hours
<b>Core Courses</b>		
Students pursuing this degree will complete the following core courses:		
Required (12 credits):		
BUS 601	Business Ethics	3
BUS 603	International Business	3
FIN 601	Financial Management	3
LDR 601	Org Dynamics: Leadership	3
Required (3 credits) (Quantitative)		
MIS 601	Information Strategy and Management	3
Choose one: (3 credits) (Qualitative)		
HRM 601	Human Resource Management	3
BUS 602	Business Law	3
Jesuit Value Core Courses (1 credit each)		
JVC 601	Individual and Collective Discernment	1
JVC 602	Sustainability Strategies	1
JVC 603	Corporate Social Responsibility Strategies	1
<b>MBA Marketing Specific Courses</b>		
Foundational Course (3 credits)		
MKT 601	Marketing Management	3
<b>Marketing Electives (9 credits)</b>		
Students complete three of the following of five courses (additional electives may be developed over time):		
MKT 706	Nonprofit Marketing	3
MKT 710	Judgment in Managerial Decision Making	3
MKT 715	Mobile Applications & Business Stratgs	3
MKT 717	Digital Marketing I	3
MKT 719	Marketing Analytics	3
Capstone Research/Project Course (3 credits)		
MKT 799	Strategic Marketing	3