

HERZING

MASTER OF BUSINESS ADMINISTRATION IN MARKETING (MBAM)

PROGRAM DESCRIPTION

The program prepares students with the necessary skills and academic knowledge for management positions in various business enterprises, with a concentration of courses in marketing. These career opportunities may be in areas such as accounting, finance, business administration, sales, marketing, human resources, information systems, and production or operations for the existing or emerging manager. Application of theory and practice using case studies is emphasized through all courses. The program is offered in the online format.

PROGRAM OBJECTIVES

Upon completion of their program, the student should be able to:

1. Successfully manage, interpret, validate, and act on information both internal to the organization and from its external environment.
2. Analyze organizational, operational, ethical, legal, and managerial issues affecting the attainment of an organization's goals.
3. Apply creative, analytical, and practical business solutions to the issues relevant to successful organizational operations.
4. Examine and implement ethical strategic and operational business solutions while working in cross-functional collaborations and integrated teams.
5. Demonstrate self-discipline, motivation, and creative thinking skills in the analysis of business problems and development of solutions in new situations.
6. Apply sound business concepts in marketing situations.

PROGRAM CONTENT

A minimum of 42.00 semester credit hours for students with an undergraduate major or minor in business is required.

A minimum of 45.00 semester credit hours for students without an undergraduate major or minor in business is required.

PREREQUISITE COURSE

Students without an undergraduate major or minor in business are required to complete the following 3.00 credit course during their first academic period of enrollment.

Course Number	Course Name	Prerequisite	Credit Hours
MBA 500	Business Fundamentals *	None	3.00

* MBA 500 is an overview course that covers business practices across a number of disciplines. Students can petition for exemption from this course if they have already earned an undergraduate degree with a major or minor in business.

REQUIRED CORE MBA COURSES

All courses, 30.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
MBA 600	Leadership and Organizational Behavior	MBA 500	3.00
MBA 606	Research and Decision-Making	MBA 500	3.00
MBA 615	Marketing	MBA 500	3.00
MBA 620	Accounting for Managers	MBA 500	3.00
MBA 626	Information Systems and Technology	MBA 500	3.00
MBA 631	Operations and Project Management	MBA 500	3.00
MBA 641	Business and Labor Law	MBA 500	3.00
MBA 645	Finance	MBA 500	3.00
MBA 690	Strategic Planning	MBA 500	3.00

Course Number	Course Name	Prerequisite	Credit Hours
MBA 691	Graduate Capstone Project	MBA 500 and Final semester	3.00

REQUIRED MARKETING CONCENTRATION COURSES

All courses, 12.00 semester credit hours, are required.

Course Number	Course Name	Prerequisite	Credit Hours
MBA 666	Advertising Management and Communication	MBA 500	3.00
MBA 667	Global Consumerism	MBA 500	3.00
MBA 668	Interactive and Strategic Marketing	MBA 500	3.00
MBA 669	Brand Product Management	MBA 500	3.00

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit our website at <http://www.herzingonline.edu/graduate/mba-marketing>