



Master's Degree Program **BUSINESS ADMINISTRATION**

Concentration: **Marketing**

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

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

CORE-DEGREE COURSES

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| 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

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| MKTG550 | Digital Marketing |
| MKTG570 | Marketing Research |
| MKTG578 | Consumer Behavior |

CAPSTONE

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| 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.

