

BUSINESS ADMINISTRATION (MBA)

Concentration: Marketing



ABOUT THIS DEGREE PROGRAM

A PROGRAM TO FUEL YOUR FUTURE

Learn to lead forward. The Master's Degree in Business Administration (MBA) program focuses on helping you build the skills needed to closely evaluate business situations. Take your leadership skills to the next level by tailoring your MBA with a marketing concentration.

By electing a marketing concentration, you will leverage your new understanding of business and management concepts to further explore tools and strategies used in fields such as digital marketing, promotion and public relations, brand management, market research and many other areas of marketing.

CAREER OPPORTUNITIES

Graduates of DeVry University's Keller Graduate School of Management MBA program with a concentration in Marketing may consider, but are not limited to the following careers:

- Management Analyst
- Marketing Manager
- Store Manager
- Brand Manager
- Social Media Marketing Manager

WHAT YOU'LL LEARN

CORE MBA

- Develop leadership skills to promote future-forward solutions for organizational success
- Collaborate in a dynamic work environment to support community in a global environment
- Analyze data to help make informed business decisions
- Analyze business opportunities, risks and options to manage financial resources
- Identifying opportunities for technology innovation within organizations
- Integrate managerial and technical skills to boost operating efficiencies
- Examine the alignment of organizational vision with structure, processes and culture
- Apply strategic thinking techniques to improve organizational productivity

CONCENTRATION

- Evaluate and deploy marketing strategies to create value for customers through product positioning, branding, and other techniques
- Understand consumer purchasing behavior through analysis of behavior patterns, purchasing attributes, and the decision process
- Use quantitative and qualitative data to help managers make better decisions regarding market targeting, pricing and advertising channels
- Use digital behaviors tracking and web analytics to improve the accuracy and effectiveness of digital media as part of a marketing plan

QUICK FACTS

16
COURSES

8
WEEK SESSIONS

6
SESSIONS
PER YEAR



**MASTER'S
ADVANTAGE**

**FLEX
2 FIT**

ACCREDITATION MATTERS

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

MASTER'S ADVANTAGE

If you've earned an undergraduate degree in Business, Technology or a degree with a technology specialization you may be eligible to waive up to three courses (or nine credit hours). We call this our Master's Advantage. With these course waivers¹, you can earn your graduate degree with fewer courses, allowing you to put Master's Degree to work for you even sooner.

FLEXIBILITY TO FIT YOUR LIFE

Whether you're balancing a job, family duties, or both on top of your studies, Keller's flexible learning options allow you to tailor your experience to fit your life – and your professional goals. Study 100% online or take classes at one of our campus locations with our hybrid format. Classes start every 8 weeks, so you can advance your education when and where it makes sense for you.

¹Eligibility and application of course waivers varies based on the type of course waiver credit earned, the student's enrolled location and/or the student's state of residence. For more information, please refer to the Course Waiver section of the Keller academic catalog.

Credits and degrees earned from this institution do not automatically qualify the holder to participate in professional licensing exams to practice certain professions. Persons interested in practicing a regulated profession must contact the appropriate state regulatory agency for their field of interest. For instance, typically 150 credit hours or education are required to meet state regulatory agency education requirements for CPA licensure. Coursework may qualify for credit towards the State Board of Accountancy requirements. However, it is the student's responsibility to contact the state board of accountancy for the jurisdiction in which they are applying to determine whether they have completed the appropriate credit hours and coursework to qualify to take the CPA exam. Employees of DeVry University and its Keller Graduate School of Management are not in a position to determine an individual's eligibility to take the CPA exam or satisfy licensing. New York students should contact the NYSED Office of Professions regarding professional licensure.

CORE MBA

LEADERSHIP AND TECHNOLOGY

MGMT501*	Organizational Structures and Business Processes
MGMT591	Leadership and Organizational Behavior

Select one of the following:

BIAM500	Applications of Business Analytics
MGMT520	Legal, Political and Ethical Dimensions of Business
MGMT550	Managerial Communication
HRM545	Negotiation Skills
MIS525	Essentials of Information Systems and Programming
NETW583	Strategic Management of Technology
PROJ586	Project Management Systems

ACCOUNTING & APPLIED MATHEMATICS

ACCT500*	Essentials in Accounting, Finance and Economics
ACCT503	Financial Accounting: Managerial Use and Analysis
ECON545	Business Economics
FIN510	Corporate Finance
MATH534*	Applied Managerial Statistics

STRATEGIC BUSINESS

MIS540*	Innovation Through Technology
MKTG525	Strategic Marketing

Select one of the following:

HRM587	Managing Organizational Change
HRM591	Strategic Human Resource Management
HRM595	Negotiation Skills

Select one of the following:

FIN565	International Finance
HRM584	Managing International Human Resources
INTL500	Global Perspectives for International Business

CAPSTONE

MGMT601	MBA Capstone
---------	--------------

*For more information, please refer to the Course Waiver section of the Keller academic catalog.

CONCENTRATION

MARKETING

MKTG550	Digital Marketing
MKTG570	Marketing Research

Select one of the following:

MKTG578	Consumer Behavior
ENTR550	Entrepreneurial Marketing

FAQS: MBA IN MARKETING

What's the difference between an MBA in Marketing and a Master's in Marketing?

An MBA in Marketing and a Master's in Marketing have some overlapping elements, particularly their focus on various marketing disciplines. However, a Master's in Marketing will have a greater focus on just marketing courses, while an MBA in Marketing will typically contain Business Administration and Marketing courses.

visit [DeVry.edu](https://www.devry.edu) | Call 888.DeVry.04

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), <https://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: 1400 Crystal Dr., Ste. 120, Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission, <https://www.tn.gov/thecc>. Nashville Campus: 301 S. Perimeter Park Dr., Ste. 100, Nashville, TN 37211. 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. DeVry's academic catalog, available via <https://www.devry.edu/catalogs>, contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing. ©2022 DeVry Educational Development Corp. All rights reserved. Version 2/21/22