

## **Proposal for MBA in Marketing**

Marketing is the science of identifying, measuring, and satisfying the demand of a market and is the key driver of firm strategy and the marketing perspective requires managers to consider every interaction the customer has with the company. Marketing students learn to incorporate customer insights and innovative problem-solving to develop and communicate marketing strategy. OSU's Marketing MBA emphasizes marketing theory and application, strategic thinking, and sustainable and ethical decision-making. The Marketing (MRKT) option prepares students for careers in digital marketing and multinational marketing at entities including Fortune 500 companies and other for-profit businesses, government, and non-governmental entities with "in-house" market research departments.

### **Key benefits:**

- ✓ Accelerated, flexible and affordable program that helps prepare students for careers in high job growth area of market research (<http://www.bls.gov/ooh/Business-and-Financial/Market-research-analysts.htm>)
- ✓ Hands-on, resume visible, market research experience with OSU's Close to the Customer Project (C2C) or an internship with a market research firm (<http://business.oregonstate.edu/programs/c2c>)

**Length:** We expect full-time students to be able to complete this program in 15 months, and part-time students, taking at most six credit hours a term, to complete it in three years. Additional time will be required if candidates need to complete the Foundation Knowledge courses (see below).

**Foundation Knowledge:** Students without an undergraduate degree in business must first demonstrate foundation knowledge of the fundamental components of business that are considered necessary to succeed in subsequent graduate level courses. Please see requirements at URL <http://business.oregonstate.edu/mba/degrees/foundation-knowledge>).

### **Option Learning Outcomes**

- Apply marketing principles to address comprehensive management challenges (MRKT 592 and/or MRKT 585)
- Apply psychological, sociological, and economic principles underlying consumer behavior to the development of marketing strategy (MRKT 592 and/or MRKT 586)
- Design and communicate a marketing strategy that is aligned with an organization's strategic goals (MRKT 593 and/or MRKT 485)

### **Marketing MBA Coursework:**

This option requires 60 credit hours of coursework including 15 credit hours of Business Foundations (Core 1) coursework, 27 credit hours of general MBA coursework (Core 2), and 18 credit hours of marketing coursework. Students will complete a comprehensive option capstone project in MRKT 592.

### **Core 1 (15 credits)**

BA 513	Business Legal Environment (3)
BA 514	Operations Management (3)
BA 515	Managerial Decision Tools (3)
BA 516	Creating Value in Exchange (3)
BA 517	Markets and Valuation (3)

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Note: Core-1 requirements may be waived if a candidate has a recent undergraduate major in business, or has completed equivalent coursework within an undergraduate business minor.

**Core 2 (27 credits)**

- BA 528 Financial and Cost Analysis (3)
- BA 540 Corporate Finance (3)
- BA 550 Organization Leadership and Management (3)
- BA 555 Practical Business Analysis (3)
- BA 561 Supply Chain Management (3)
- BA 569 Advanced Strategic Management (3)
- BA 572 Advanced Information Systems (3)
- BA 590 Marketing Management (3)
- MGMT 559 Managing Ethics and Corporate Social Responsibility (3)

**Required Marketing Courses (6 credits)**

- MRKT 592 Consumer Behavior (3) \*(Capstone)
- MRKT 593 Integrated Marketing Communications (3)

**Electives** - (minimum of 12 credits):

- MRKT 484/584 Digital Media and Marketing Integration (4)
- MRKT 485/585 Search Engine Marketing (4)
- MRKT 486/586 Customer Relationship Management (4)
- MRKT 588 Personal Selling (4) (not currently slashed)
- MRKT 589 Personal Selling Skills Development (4)
- MRKT 595 Retail Management (4)
- MRKT 597 Global Marketing (4)
- BA 510 Internship (1-6)

Sample 12-month program

Summer	Fall	Winter	Spring
BA 513	<b>BA 528</b>	<b>BA 540</b>	<b>BA 569</b>
BA 514	<b>BA 550</b>	<b>BA 561</b>	<b>BA 572</b>
BA 515	<b>BA 555</b>	<b>BA 590</b>	<b>MGMT 559</b>
BA 516	Elective	Elective	MRKT 592
BA 517	MRKT 593		Elective

Core 2 courses in **bold**.