

BUSINESS ADMINISTRATION, MASTER OF BUSINESS ADMINISTRATION (MBA) - CONCENTRATION IN MARKETING

PROGRAM LEARNING OUTCOMES

- **Communication:**
 - Communicate complex concepts clearly and professionally.
- **Critical Thinking/Business Analysis:**
 - Apply critical thinking skills to analyze and interpret financial statements to judge business performance.
 - Apply critical thinking skills using quantitative techniques for strategic decision making.
- **Ethical Decision Making:**
 - Understand and demonstrate ethical group and individual behaviors in organizations and local and global society.
- **Leadership:**
 - Participate productively in groups and teams, apply leadership skills, and demonstrate contributions to team goals and resolve conflicts.
 - Demonstrate a capacity both to lead others to achieve organizational goals and to support effective leadership.
- **Sustainability and the Environment:**
 - Engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

RELATED LINKS

Business Administration - Marketing, MBA Program Page (<https://www.sru.edu/academics/graduate-programs/mba-master-of-business-administration/>)

Management and Marketing Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/school-of-business/management-and-marketing/>)

Business Administration Fact Sheet (<https://www.sru.edu/documents/programs/factsheets/graduate/FS-MBA.pdf>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

CURRICULUM GUIDE

Code	Title	Hours
MBA Core Requirements		
ACCT 612	Corporate Accounting	3
ECON 602	Managerial Economics	3
ECON 619	Quantitative Analysis	3
FIN 603	Global Dynamics of Business	3
or MRKT 603	Global Dynamics of Business	

FIN 620	Financial Management	3
MGMT 620	Supply Chain Management	3
MGMT 658	Strategic Management	3
MIS 610	Business Analysis and Decision Support	3
MRKT 658	Strategic Marketing Management	3

Marketing Concentration Requirements

Required Course:

MGMT 651	Organizational Dynamics	3
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Marketing Concentration Electives

Select two classes from the following: 6

MGMT 650	Master's Project	
MRKT 632	Marketing Seminar	
MRKT 636	Sales Management	
MRKT 698	Selected Topics	

Total Hours 36

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

Major Code: 9MBA
Concentration Code: MARK
UCC: 3.22.2022
Revised: 06.30.2022