

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

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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/>)

Our department offers an all-encompassing Master of Business Administration (MBA) program. We recognize the paramount importance of flexibility and convenience in today's fast-paced world. To cater to the diverse demands of our students, we provide the online MBA, which offers unparalleled flexibility in effectively managing both professional and personal commitments.

The content and expectations reflect the skills required in the corporate world. You will be prepared to compete with other MBAs in the job market and manage challenging situations that arise as you climb the corporate ladder, start your own business, or tackle complex problems.

The Management concentration is designed with an interest in marketing leadership roles. Students are required to take two elective courses specific to this interest for a total of 36 credit hours.

## 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/>)