

MARKETING MANAGEMENT, MBA

Campus: NYC

Many CEOs and corporate presidents rose through marketing to top leadership positions. When it comes to working as a highly-placed marketing executive, there is simply no other place that can match the atmosphere and energy of metropolitan New York City. The Lubin MBA in Marketing Management offers:

- Access to global heavyweights such as Ogilvy & Mather, BBDO, Interpublic, GroupM (part of the WPP plc), and more
- An exceptional level of instruction from experienced faculty
- Acclaimed experts bringing real-world experience into your classroom
- Internships and professional connections to move you upward

Code	Title	Credits
Core Curriculum (27 credits)		
MBA 802	Business Economics for Decision-Making	3
MBA 804	Financial Accounting for Managers	3
MBA 806	Driving Marketing Performance	3
MBA 808	Creating Value Through Finance	3
MBA 810	Business Analytics and Statistics	3
MBA 812	Managing Operations and Projects	3
MBA 814	Leading and Managing Teams	3
MBA 816	Disruptive Technologies and Innovation	3
MBA 818	Global Business, Ethics, and Social Responsibility	3
Concentration Electives (9 Credits)		
Choose three (3) courses from the following:		
MAR 620	Consumer Behavior	
MAR 635	Marketing Research	
MAR 675	Strategic Marketing Planning	
MAR 679	Value Creation	
MAR 660	New Product and Service Planning and Development	
Capstone (3 credits)		
MBA 820	Strategic Decisions	3
Total Credits		39