

MARKETING MANAGEMENT, MBA

Campus: NYC

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