

2016

M.B.A. in Marketing 2016

Nova Southeastern University

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M.B.A. in Marketing Course Descriptions

2016

[Course Descriptions](#)

Full-Time professionals are available to discuss the M.B.A. in Marketing curriculum with you in greater detail. Simply call 800.672.7223 Ext. 25168 or contact our [Enrollment Services Staff](#).

MKT 5200 Customer Value (3 cr.)

This course stresses the service aspects of an organization (especially customer service); marketing and organizational responsiveness; and how to design, deliver, and measure superior customer value. Via an integrated marketing and operations/process perspective, students will understand how to blend the delivery of service and quality, together with image and pricing strategies to maximize the value proposition. Strategies for optimizing and communicating customer value, measuring customer orientation, and relationship and retention marketing are also examined. The customer value funnel--consisting of macro-environmental factors, market forces, organizational issues, customer characteristics and perceptions, and business performance -- is used as the case analysis framework in this course. Prerequisite: MKT-5125 or MKT-5070.

MKT 5205 Consumer Behavior (3 cr.)

This course introduces marketing concepts and theories developed in the behavioral and economic sciences to provide students with an understanding of how and why consumers behave as they do. The course shows the practical application of consumer behavior concepts and principles to aid in better decision making. Students gain an understanding of how products are used to define ourselves and how this self-concept affects attention and perception, motivation to buy, brand attitude, product choice, customer satisfaction and brand loyalty. Key topics include principles of learning, motivation, personality, perception, communication, attitude, culture, and group influence. Consumer decision making and evaluation of products and services are discussed in depth. The core concepts of consumer behavior are applied in the context of advertising/promotion, product management, and the development of effective marketing strategies. Prerequisite: MKT 5125 or MKT 5070.

MKT 5215 Sales Management (3 cr.)

Recognized as a vital marketing channel, sales forces are underrepresented in academic study compared to other topics like business-to-business marketing, entrepreneurial marketing, consumer behavior, and technology. Sales forces encompass a collection of complex subjects that combine individualistic sales personalities with intricate issues involving pay for performance, customer targeting based on data, evaluating sales person performance, and emerging technology. Sales force executives and managers combine skill with science more than managers in any other managerial area (Zoltners, Sinha, and Zoltners 2001). The MKT 5215 curriculum is designed around frameworks that provide the sales manager with an understanding of the entire sales force system. Frameworks include the role of the sales force in go-to-market strategies, how to assess the effectiveness of a selling organization, and success drivers such as sales force sizing, hiring, training, compensation, and coaching. This program of study is designed for salespeople who want to advance professionally, top managers, business owners, and entrepreneurs. The curriculum delivers a comprehensive view of important decisions encountered by any selling organization. Prerequisite: MKT 5125 or MKT 5070.

MKT 5225 Social Media Marketing (3 cr.)

This course will familiarize students with the social eco-system and its value in creating a permission-based marketing organization for sales generation, online brand storytelling and ongoing customer engagement. Students will develop marketing plans and evaluate cases that enrich their understanding of how social media contributes to integrated marketing communications (IMC) and search engine marketing in a customer-centric environment. Sales nurturing strategies will be developed that adopt video, mobile and blog content for moving targeted audiences through a social sales funnel. In addition, students will be challenged with the creation of fan engagement and influence marketing strategies that boost an organization's market exposure and overall brand appeal. Collectively, these strategies will be integrated across social content platforms as part of an enterprise-wide campaign that micro-targets consumers immersed in smart devices and guided by big data. In the course of plan development, students will be challenged to measure the ROI of their social media plans along with the development of a social business infrastructure. Prerequisite: MKT-5125 or MKT-5070.

MKT 5235 Global Marketing (3 cr.)

This course is an overview of the unique aspects of marketing in the global economy that provides a framework for analysis. Emphasis is placed on the development of strategies for markets in diverse cultural, political, and economic situations. It focuses on foreign market analysis, target market identification, product planning, promotion, and channels of distribution. It also discusses the complex aspects of exporting and foreign market entry-mode. Global economic, social and political events and issues are included in discussions related to formulating and adapting a global marketing strategy. Prerequisite: MKT 5125 or MKT 5070.

MKT 5245 Marketing Research (3 cr.)

This course concentrates on the application of marketing research techniques and theory to aid decision makers in the solution of real world marketing problems. Topics include problem definition, research design, (including exploratory, conclusive, and survey research), qualitative and quantitative research, collection of marketing information from primary and secondary sources, sample design, and analysis of data with specific applications to decision making. Prerequisite: MKT 5125 or MKT 5070.

MKT 5250 Product and Brand Management (3 cr.)

Students will gain a working knowledge of the fundamentals of strategic product brand management. The course will consist of the components of branding, including brand equity, brand identity development and brand positions; how to build brands; growing brands and managing and sustaining brands. The role of IMC in building brands will be discussed as well as branding in different contexts including business-to-business and branding in entrepreneurial organizations. Use will be made of case studies. Prerequisite: MKT 5125 or MKT 5070.

MKT 5260 Services Marketing (3 cr.)

Service Industries (Finance, entertainment, retail, government, professional services, and information) represent 80% of the GDP of the U.S. This course is designed to teach you develop an understanding of the challenges faced by service organizations as well as goods oriented firms that use service as a competitive advantage. This course will focus on customer satisfaction and retention and teach you the strong linkages between service quality, customer lifetime value and profitability. Students will learn to map services, understand customer expectations and develop service and customer focused relationship marketing strategies that lead to strong service brands. An emphasis is also placed on the whole organization and how effective marketing and customer focus must be coordinated across multiple functions. Prerequisite: MKT 5125 or MKT 5070.

MKT 5270 Managing Marketing Communications (3 cr.)

This course introduces students to the key elements of communication theory and consumer behavior, in relation to their application to marketing communications and promotion. The course examines marketing communications and the components of marketing promotion from a systems perspective, with the purpose of establishing their place in an integrated marketing communications strategy. Key elements of the promotional mix are taken into consideration, including advertising, direct and interactive marketing, public relations, trade promotion and consumer promotion. The course will also focus on topics such as the interlinking of corporate, marketing and communication strategy, as well as how audiences frame and interpret marketing messages. Overall, all these elements will be linked in practical projects related to the formulation, monitoring and evaluation of an integrated marketing communications strategy. Prerequisite: MKT 5125 or MKT 5070.

MKT 5280 Marketing Internship (3 cr.)

The Huizenga College internship fosters learning through the application of classroom theory in the workplace. During the course, the student also focuses on practical career skills and personal professional goals with individual guidance from the professor. The minimum work requirement is 200 hours during one semester (16 weeks). Participation in an HCBE-approved marketing internship for academic credit is available to M.B.A. students with a concentration in Marketing. Contact the HCBE Office of Academic Advising for registration. Prerequisites: MKT 5125, good academic standing, and completion of at least 12 GPA credit hours in the M.B.A. program.

MKT 5290 Cases in Strategic Marketing (3 cr.)

In this capstone course students will gain a working knowledge of strategic marketing management by learning how to develop and apply market-driven strategy. It concentrates on the application of various marketing topics through the use of case studies. Students will be able to make strategic choices and propose solutions to real world marketing problems. Students are expected to use their knowledge gained from all the marketing courses on the MBA to analyze the cases. Prerequisite: MKT 5125 or MKT 5070 and 9 additional credits in MKT Concentration courses.

Foundation Course Descriptions (if required)

QNT 5000 Foundations of Business Statistics (3 cr.)

This course covers collection, description, analysis, interpretation, and presentation of data to support business decision making. Probability distributions, central limit theorem, statistical inference for univariate data; correlation analysis and introduction to linear regression modeling and their application to real world business problems are discussed. The data analysis capabilities of Microsoft Excel are integrated throughout the course.

FINP 5001 Accounting and Finance Foundations (3 cr.)

A survey of the essentials topics in accounting and finance includes modern corporate environments, agency and governance, accounting principles, financial statements, ratio analysis, time value of money, financial decision making tools.

M.B.A. in Marketing Overview 2016

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The corporate world has long been requesting marketing programs at the master's level. These employers have recognized that strong marketing skills are required for virtually any corporate career. In addition, if you intend to own your own business, no matter what field you are in, marketing skills are crucial.

The Marketing M.B.A. program was designed with the needs of different industries incorporated into the course content. The Marketing Manager position is normally described by the Bureau of Labor Statistics as someone responsible for planning, directing, and coordinating marketing policies and programs. Marketing managers also help to determine the demand for products and services, identify potential customers and develop pricing strategies with the goal of maximizing the firm's profits or share of the market.

All of the courses included in the M.B.A. in Marketing will give the potential Marketing Manager or Entrepreneur the tools for strategic thinking and skills that can translate into success!

Visit the Marketing Faculty's [Real-World Marketing Ideas and Strategies blog](#)

M.B.A. in Marketing Program Feature and Curriculum 2016

Program Features

- **Marketing courses offered online and weeknights on the main campus**
- M.B.A. core courses offered
 - Evenings (Main Campus)
 - Online
 - Daytime (Main Campus)
 - Alternating Weekends ([Select Campuses](#))
- Program begins five times annually with starts in August, October, January, March, and May.

For more information about the program, please contact:

The Office of Graduate Admissions

(954)262-5067

1-800-672-7223 ext. 25067

hcbeinfo@nova.edu

Curriculum Guide

Total credits: 39

M.B.A. Core Courses (21 total credits)

MARKETING CONCENTRATION REQUIRED COURSES (3 TOTAL CREDITS)

MKT 5290	Cases in Strategic Marketing
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MARKETING ELECTIVES - CHOOSE FIVE (15 TOTAL CREDITS)

MKT 5200	Customer Value
MKT 5205	Consumer Behavior
MKT 5215	Sales Management
MKT 5225	Social Media Marketing
MKT 5235	Global Marketing

MKT 5245	Marketing Research
MKT 5250	Product and Brand Management
MKT 5260	Services Marketing
MKT 5270	Managing Marketing Communications
MKT 5280	Marketing Internship

Current students: Please consult your Academic Advisor for program requirements or access [SharkLink](#) for your CAPP report. Program requirements are subject to change, and your Academic Advisor or CAPP report can provide you with the courses required for your catalog term.