

2018

# M.B.A. with a Concentration in Marketing 2018-2019

Nova Southeastern University

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## M.B.A. With A Concentration in Marketing 2018-2019

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### CONTACT US

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#### Graduate Admissions

(954) 262-5168  
800-672-7223 ext. 25168  
[hcbeinfo@nova.edu](mailto:hcbeinfo@nova.edu)

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. Concentration 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. with a Concentration in Marketing will give the potential Marketing Manager or Entrepreneur the tools for strategic thinking and skills that can translate into success!

#### Admissions Deadlines:

Winter I 2019: December 21, 2018  
Winter II 2019: March 4, 2019  
Summer 2019: April 22, 2019  
Fall I 2019: August 5, 2019  
Fall II 2019: October 7, 2019

### Program Features

- M.B.A. core courses offered weeknights or during the day on the main campus and online. Marketing courses offered weeknights on the main campus and online.
- 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) 262-5168  
1-800-672-7223 ext. 25168  
[hcbeinfo@nova.edu](mailto:hcbeinfo@nova.edu)

### Curriculum Guide

Total Credits: 40-49

**M.B.A. Core Courses** (22-31 total credits)

**MARKETING CONCENTRATION COURSES** (18 TOTAL CREDITS)

MKT 5290 Cases in Strategic Marketing

Choose five from the following:

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 Brand Management

MKT 5255 Marketing Analytics

MKT 5260 Services Marketing

MKT 5270 Managing Marketing Communications

MKT 5280 Marketing Internship

**M.B.A. Core Courses**

EACH OF THE FOLLOWING IS REQUIRED (22-31 TOTAL CREDITS)

ACT 5001 Introductory Accounting\*

FIN 5008 Business Finance\*\*

QNT 5000 Foundations of Business Statistics\*\*

MGT 5001 Developing Academic and Career Success\*\*\*

MGT 5105 Managing Organizational Behavior in a Dynamic and Complex World\*\*\*

MKT 5125 Marketing Decisions for Managers

FIN 5130 Financial Management

ACT 5140 Accounting for Decision Makers

ISM 5150 Information Systems Strategy and Data Management

QNT 5160 Data Driven Decision Making

MGT 5170 Applying Strategy for Managers

\* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been earned in the past 10 years

\*\* Waivers will only be considered when an equivalent course with a grade of B- has been earned in the past 5 years

\*\*\* Students must take MGT 5001 and MGT 5105 in their first term.

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.

## Course Descriptions

Full-Time professionals are available to discuss course content in greater detail with you. Simply contact your Admissions Manager at 800.672.7223 Ext. 25168 or use the Contact Us link.

### **ACT 5001** Introductory Accounting (3.00 cr.)

An accelerated introductory course stressing the essential elements of accounting skills that will be used in the master's degree program. Managerial uses of accounting data and preparation of financial statements will be covered in this course. Course satisfies program prerequisite of financial accounting for master's degree programs.

### **ACT 5140** Accounting for Decision Makers (3.00 cr.)

This course focuses on the various ways decision makers in all organizations can use accounting information. The focus is NOT to train students to produce accounting information. Rather, the focus is to train students to interpret, evaluate, and use accounting information. Accounting information can be used to support a variety of real world decisions, including evaluating an organization's financial position, planning future activities (short and long-term), motivating behavior, and evaluating performance. We will discuss both financial accounting (focusing on

external users of accounting information) and managerial accounting (focusing on internal users of accounting information). We will also discuss the regulatory environment that governs financial accounting. We will discuss international accounting issues such as International Financial Reporting Standards (IFRS) and transfer prices. Prerequisites: ACT 5001 or equivalent and QNT 5000 or equivalent with grade of B- or better and no older than 5 years.

**FIN 5008** Business Finance (3.00 cr.)

An accelerated introductory course stressing the essential elements of finance knowledge. Course satisfies program prerequisite of finance for master's degree programs. Financial management as it applies to organizations, time value of money concepts and applications, discounted cash flows and securities valuation will be covered in this course as well as preparation of financial statements and managerial uses of accounting data.

**FIN 5130** Financial Management (3.00 cr.)

Students will gain a working knowledge of financial management by learning to develop a systematic approach to financial analysis; to apply techniques for planning, forecasting, and managing; as well as to evaluate and recommend improvements in the organization's financial performance. Prerequisite Change: FIN 5008 or FINP 5008 or equivalent with a grade of B- or better. Prerequisite courses can be no older than 5 years

**ISM 5150** Information Systems Strategy and Data Management (3.00 cr.)

Information and communication technologies and their strategic application in business processes are essential components of today's global business environment. This course explores the use of information systems and data management in a business setting to build innovative business models and systems, optimize business processes, capture and leverage valuable data, and deploy strategies for creating competitive advantage. The implementation and use of these systems to build strategic partnerships and customer relationships are also discussed.

**MGT 5001** Developing Academic and Career Success (1.00 cr.)

This course focuses on preparing students for academic and career success. Topics include working effectively in teams, academic writing and research skills, networking, business ethics, social responsibility, sustainability and leadership qualities for effective performance in the work place. Through formal and informal interactions with faculty and business leaders, students will examine, explore and practice skills necessary to perform successfully in their academic and professional life.

**MGT 5105** Managing Organizational Behavior in a Dynamic and Complex World (3.00 cr.)

Students will gain a thorough understanding of individual, group and organizational behavior. Students will utilize this knowledge to build practical skills in leading individuals and teams to high performance. Through a variety of teaching methods, students will learn to diagnose their business environment, identify and analyze problems, and develop sound, creative and socially-responsible solutions to help their organizations thrive in a complex and uncertain world.

**MGT 5170** Applying Strategy for Managers (3.00 cr.)

Students will integrate knowledge across the fields studied in the MBA program and apply entrepreneurial and strategic practices to organizations of varying sizes. The goal is to create value for the organization and shareholders and ensure sustainable growth. Students will use critical thinking skills to formulate, implement and evaluate strategic decisions in a dynamic, competitive, regulated, global environment. Throughout the course, students will apply strategic management concepts to real world and simulated situations and assess the effect on competitive advantage. Prerequisites: MGT 5105 or MGT 5020, and MKT 5125 or MKT 5070, and FIN 5130 or FIN 5080 or FIN 5970 or FIN 5805, and ACT 5140 or ACT 5060 or ACT 5809, and ISM 5150 or ISM 5085 or ISM 5014, and QNT 5160 or QNT 5040.

**MKT 5125** Marketing Decisions for Managers (3.00 cr.)

Students will gain a working knowledge of the decisions marketing managers make by learning to think strategically. Students will develop marketing plans aligning marketing decisions and strategies. Students will be able to implement marketing decisions to optimize customer and organizational value.

**QNT 5000** Foundations of Business Statistics (3.00 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 uni-variate 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.

**QNT 5160** Data Driven Decision Making (3.00 cr.)

Data is rapidly becoming one of our most important and valuable business assets. This course covers the concepts and practices of decision-making with the application of analytical methods that can leverage the value of that data. Students will gain a working knowledge of various quantitative models and techniques such as simulation, queueing and forecasting. Emphasis will

be given to decisions that must be made in a real world environment where the explicit consideration of risk and uncertainty is a critical factor. Decision-making applications will include operational areas such as capacity planning, demand management, and inventory control. Prerequisites: QNTP 5000 or QNTP 5002 with a grade of B- or better and FINP 5001 or FINP 5008 with a grade of B- or better. Prerequisite courses can be no older than 5 years.

## **Course Descriptions**

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

## **COURSE DESCRIPTIONS**

### **MKT 5200** Customer Value (3.00 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 (3.00 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 (3.00 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 (3.00 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 of 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 (3.00 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 (3.00 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** Brand Management (3.00 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 5255** Marketing Analytics (3.00 cr.)

This course will introduce students to modern marketing analytics and will demonstrate how to practically apply them to real-world strategic and tactical marketing decisions. Students will develop an understanding of the data available to marketers, its uses and limitations, and will be exposed to methods for measuring performance of marketing efforts. Students will also acquire hands-on experience with analytical tools and software, including marketing metrics, marketing modeling software and web/social media measurement tools. Considering the importance of measuring ROI for marketing initiatives in a competitive marketplace, a good knowledge of marketing analytics is a key competitive advantage in the corporate world and on the job market. This course is also adapted to the needs of the job market and employers, by focusing on improving student skills related to the ability to communicate effectively, critical thinking and analytical reasoning skills, the ability to analyze and solve complex problems, the ability to locate, organize, and evaluate information from multiple sources, and the ability to work with numbers and understand statistics. Prerequisite: MKT 5125 or MKT 5070.

**MKT 5260** Services Marketing (3.00 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 (3.00 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 (3.00 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 (3.00 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. This course should be taken as the last course in the Marketing Concentration.

## **Prerequisite Courses**

The following prerequisite courses are built into the M.B.A. core curriculum.

**ACT 5001    Introductory Accounting\***

**FIN 5008    Business Finance\*\***

**QNT 5000    Foundations of Business Statistics\*\***

\* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been earned in the past 10 years

\*\* Waivers will only be considered when an equivalent course with a grade of B- has been earned in the past 5 years

Students have two options for satisfying a program prerequisite course:

Complete course(s) offered by the H. Wayne Huizenga College of Business and Entrepreneurship;

Complete a proficiency examination administered by a testing organization that has national recognition, such as CLEP and DANTES. Students selecting this option must complete the requirements within their first two semesters with HCBE. After the second semester, courses must be completed with HCBE. Official transcripts must be received by the office of Academic Advising one week prior to students seeking to register for courses requiring the prerequisite requirement.