



## Program of Study:

# Master of Business Administration with an Emphasis in Marketing

### Program Description:

Grand Canyon University's Master of Business Administration in with an Emphasis in Marketing program prepares students to compete for advanced management positions in corporate marketing or brand management through emphasis coursework that addresses the areas of services marketing, marketing management, and technology as tool.

Course Number	Course Title	Course Description	Credits
MKT 501	Economics and Marketing Principles*	In economics, this course is an introduction to micro and macro economic concepts, principles, and business practices. Topics covered include basic economic concepts of supply and demand, competition, income distribution, monetary and fiscal policy, production, employment, inflation, and international trade. In marketing, this course introduces the student to the lexicon of the discipline with an emphasis on the marketing concepts, consumer behavior, the need for market research, and the elements of the marketing mix (product, price, place, and promotion).	3
ACC 501	Accounting Practices*	This course is designed for individuals who are preparing for more advanced course work in accounting and is designed for students who have not had accounting in undergraduate work. Topics covered include the principles and practices of financial accounting and the fundamentals of managerial accounting, such as cost behavior and budgeting. The course will cover accounting theories using computational examples and homework is problem solving.	3
SYM 501	Applied Business Probability and Statistics*	The purpose of this course is to prepare students in mathematical, probability, and statistical concepts for their upcoming studies in quantitative methods. The course is intended for those students who have not had any prior statistical education, although students who have had statistics should also consider taking the course as a refresher.	3
FIN 501	Finance Principles*	This course is designed for individuals who are preparing for more advanced course work in accounting and is designed for students who have not had finance in undergraduate work. Topics covered include financial analysis, financial planning, asset evaluation, capital structure, and working capital management.	3
MGT 602	Organizational Behavior	Students examine concepts and applications of behavior in organizations. Topics include the study of motivation, organizational climate, group dynamics, leadership, decision-making, and organizational structure and design.	3
BUS 604	Organizational Ethics	The role of ethics in the organization. Emphasis is placed on the way ethics affect policy formation and professional conduct in business and society. Coursework includes case studies of ethical situations, internet research, a team project, oral reports, and class discussion.	3
ECN 607	Managerial Economics	A graduate course covering those aspects of economics that are particularly applicable to business decision making. Covers demand and cost estimation, production decisions, pricing, analysis at competitive market structures, and anti-trust.	3

MGT 650	Operations Management	Operations Management examines managerial concepts and strategies relating to the management of operations in both manufacturing and service environments. Emphasis is placed on methods to streamline and drive inefficiencies out of a firm's internal processes to build a highly efficient organization. The course also focuses on external processes by examining ways to achieve greater supply chain integration with suppliers and customers. Quantitative and qualitative methods and tools will be introduced and applied. Prerequisite: BUS 601.	3
BUS 601	Quantitative Methods	A study in the quantitative tools and techniques used to model business functions and applications. Emphasis is given in how to set up models, as well as how to interpret and apply their results. Prerequisite: SYM 501.	3
ACC 605	Managerial Accounting	Managerial accounting concepts and procedures for internal reporting. Includes study of cost behavior, cost systems, budgeting, and performance evaluation. Coursework includes case studies, group presentations, and class discussion. Prerequisite: ACC 501.	3
MKT 606	Marketing Management	Managing the marketing function, market environmental analysis, and marketing planning, strategy, and control are fundamentals of marketing management. The course examines the marketing process, marketing research, product development innovation and diffusion, pricing strategy, distribution value drain, advertising and promotion, and strategic marketing issues. Emphasis is placed on case study analysis and current academic research with a marketing plan as a significant curriculum component. Prerequisite: MKT 501.	3
FIN 608	Managerial Finance	Discusses elements of business financial decisions, including financial forecasting and development of pro-formas, management of working capital, capital budgeting, capital structure, and raising funds in capital markets. Prerequisite: FIN 501.	3
SYM 603	Information Systems	A study of what information is and systems are, separately and together, as applied to business environments. The course starts from a very broad view, narrows to computer and enterprise environments, and then finishes with applied group and individual projects.	3
MGT 609	Strategic Management	A study of the formulation of strategy and policy in the organization, emphasizing the integration of strategic decisions across the functional areas and across multiple business units. Significant emphasis is placed on the critical role that general managers/strategists play in driving organizational success while concurrently ensuring ethical soundness. Prerequisites: ACC 605, FIN 608, MKT 602, MKT 606.	3
MKT 624	Services Marketing	Introduces students to the state-of-the-art research and practice in services marketing. Emphasizes the discussion of the field's most current services marketing concepts, principles and theories, and application of services marketing concepts to actual practice through case analysis and outside projects. Prerequisite: MKT 606.	3
MKT 625	Seminar in Marketing	Examines issues, emerging practices and problems facing marketing executives, researchers, and decision makers. Topics will include pricing, brand management, direct marketing, retailing, telemarketing, specialty advertising, consumer behavior, motivation theory, and marketing models. Marketing ethics will be an integrated topic throughout the curriculum. Will utilize both text and peer-reviewed research as a basis for discussion and presentation. Prerequisite: MKT 606.	3
MKT 628	International Marketing	An analysis of current trends and issues facing an international firm's efforts to manage the marketing mix. The comparisons of language, aesthetics, religions, business customs, and attitudes on the marketing concept and strategies are addressed. Prerequisite: MKT 606.	3

*Total Master of Business Administration with an Emphasis in Marketing Credits: 51*

\* Students may be registered into the 600 level courses before all grades from the 500 level courses are tabulated in the student record; as a result, students may be re-registered into a 500 level course in a subsequent semester to ensure successful completion. Students with a non-business undergraduate degree who have taken courses with equivalent content at the undergraduate level may be able to waive one or more of these MBA Fundamentals courses into the program of study upon evaluation of their official transcripts. Only courses with equivalent content and grades earned of B- or better will be accepted to waive the MBA Fundamentals courses.