BUSINESS ADMINISTRATION, STRATEGIC MARKETING CONCENTRATION, MBA

The Strategic Marketing concentration offers an overview of critical marketing functions. The required courses focus on management of information and overall brand identity. Students may choose a professional selling or ecommerce and communication application.

Admission Requirements

- Graduate School application and fee
- Official transcripts from each institution attended
- GMAT (https://www.mba.com/) (score of 500 or better preferred), GRE (https://www.ets.org/gre/), LSAT (https://www.lsac.org/lsat/), PCAT (http://pcatweb.info/), or MCAT (https://students-residents.aamc.org/applying-medical-school/taking-mcat-exam/) scores. A test waiver may be approved based on prior advanced degree or three or more years of work experience. Consult with the CBA advising office for more information on waivers.
- Two letters of recommendation
- Statement of purpose
- Resume

Application Deadline

- August 1 for Fall enrollment
- December 1 for Spring enrollment
- May 1 for Summer enrollment

International Student Applications

I-20 forms used for visa approval are processed by UA student immigration services in the International Center: https://www.uakron.edu/international/. Proof of English Language Proficiency is required by producing an acceptable TOEFL or IELTS score.

Additional Information for the MBA Program

The MBA program is the principle graduate program of The University of Akron’s College of Business. The objective of the MBA program is to provide a diverse group of men and women with the skills, multi-stakeholder strategic perspective, and innovative spirit required to lead in organizations that operate within a global business environment characterized by intense competition and increasing levels of complexity and uncertainty. The MBA is intended to be a generalist degree with emphasis on multi-functional knowledge rather than areas of specialization. Students should not expect to conduct heavily specialized study of a particular functional area within the MBA program. Students who typically experience the highest value added from an MBA program are those individuals with professional work experience and/or non-business undergraduate or graduate degrees. Graduates of The University of Akron's MBA program should possess:

- The analytical and conceptual skills needed to identify and deal successfully with ambiguous and unstructured business problems;
- A solid foundation in relevant business functions, with emphasis on the integration of the functions and an understanding of how multiple business functions are linked in the formulation and execution of business strategy;
- A strong ethical perspective, an appreciation of workplace and marketplace diversity, and an ability to communicate in an effective, persuasive manner;
- An understanding of the social, legal, political, regulatory, economic and technological environment; and,
- An awareness of the global economy in which businesses operate and an understanding of the forces that drive competition and sustainability within the global economy.

In order to accomplish these goals, the graduate faculty of the College of Business is committed to providing a high quality graduate business school experience. That experience will have a strong professional and real-world focus, characterized by collaborative work and emphasis on the practice of management. The faculty is intent on creating a stimulating academic environment with a balance between theory and application. Faculty strive to create a classroom setting that is varied, interesting, and permeated by the concepts of globalization, professional integrity and ethics, leadership, and planned change.

There are many skills students must acquire throughout an MBA program in addition to technical competencies within particular functional areas. These skills include communication and interpersonal skills, analytical reasoning and critical thinking skills, and leadership skills. These skills enable students to develop their professional identity and are woven into the program as follows:

Communication

1. Ability to present views and concepts clearly in writing;
2. Ability to objectively critique and judge the value of written work;
3. Ability to present views and concepts clearly through oral communication.

Collaborative Work and Interpersonal Skills

1. Ability to understand group dynamics and work effectively with people from diverse backgrounds;
2. Ability to manage and resolve conflict;
3. Ability to organize and delegate project tasks.

Critical Thinking and Creative and Effective Problem Solving

1. Ability to solve structured and unstructured problems;
2. Ability to deal effectively with imposed pressures and deadlines.

The basics for this group of skills may be acquired in prior bachelor degree programs. A variety of opportunities are provided to students throughout the program to develop these skills. A student’s progress is to be documented and evaluated by self-evaluation, peer evaluation, and faculty evaluation.

MBA Proficiencies

All courses beyond the Gateway Courses require demonstrated proficiency in Excel, writing, and statistics.

Students currently admitted to this program may have different course requirements than those listed here. Refer to your official Program Checklist and DPR in My Akron for your program requirements based on the start year.

Degree Offered: MBA Master of Business Administration
Program Summary

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td><strong>Gateway Courses</strong></td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>3250:600</td>
<td>Foundations of Economic Analysis</td>
<td></td>
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<tr>
<td>6200:601</td>
<td>Financial Accounting</td>
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<tr>
<td>6400:602</td>
<td>Managerial Finance</td>
<td></td>
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<tr>
<td>6400:655</td>
<td>Government &amp; Business</td>
<td></td>
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<tr>
<td><strong>Professional Courses</strong></td>
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<td>6</td>
</tr>
<tr>
<td>6500:601</td>
<td>Business Analytics and Information Strategy</td>
<td></td>
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<tr>
<td>6700:689</td>
<td>Leading and Influencing</td>
<td></td>
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<tr>
<td>6700:691</td>
<td>Professional Integrity</td>
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<tr>
<td>6700:693</td>
<td>Negotiations in the Workplace</td>
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<tr>
<td><strong>MBA Core Courses</strong></td>
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<td>18</td>
</tr>
<tr>
<td>6200:610</td>
<td>Process Analysis &amp; Cost Management</td>
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<tr>
<td>6400:674</td>
<td>Strategic Financial Decision Making</td>
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<tr>
<td>6500:652</td>
<td>Managing People in Organizations</td>
<td></td>
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<tr>
<td>6500:670</td>
<td>Management of Supply Chains and Operations</td>
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<tr>
<td>6600:620</td>
<td>Strategic Marketing</td>
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<tr>
<td>6800:605</td>
<td>International Business Environments</td>
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<tr>
<td><strong>Concentration Courses</strong></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>6500:695</td>
<td>Organizational Strategy</td>
<td>3</td>
</tr>
<tr>
<td><strong>Action-Based Learning (if not fulfilled in a concentration course)</strong></td>
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<td>0-3</td>
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</tbody>
</table>

Each student is required to fulfill an action learning requirement. This course requirement may be fulfilled by approved concentration courses which consist of real world projects and other activities in which students are engaged in action-based learning. Other action-based learning ventures that will fulfill this program requirement include, but are not limited to, internships, study abroad programs, independent studies, and special topic courses designed as fulfilling this program requirement. Required Professional, Core, and Integrative courses will not fulfill this program requirement.

Total Hours 48-51

If Gateway Courses are all waived and the Action-Based Learning requirement is fulfilled in a concentration course within a nine credit concentration, the MBA program is 36 credits.

Admission Policy

To be considered for acceptance to one of the graduate programs in the College of Business (CoB) at The University of Akron, the following admission criteria are examined:

- A preferred minimum of 3.0 GPA, on a 4.0 scale, from an accredited undergraduate program.
- For those that have lower than a 3.0 GPA, individual consideration may be made based upon the GMAT, GRE, or equivalent scores.
- For those that have a 3.0 GPA or higher, but lack three years of work experience, a GMAT score of 500 or higher is preferred to indicate potential success in the graduate program.
- Admittance without a GMAT test requirement may be granted to those holding a graduate degree from an accredited university or those with three or more years of professional work experience beyond the earned bachelor's degree.
- Applicants holding a degree from outside the United States and with an academic standing of first or high second class, satisfactory evidence of competence in English (i.e., TOEFL score of 79 or above or IELTS score of 6.5 or above) is required.
- In all situations, when the graduate committee has reservations about the potential success of a candidate, a GMAT score may be required.
- For those that are admitted on a provisional basis (less than complete acceptance), the course grades and overall GPA will be examined to determine if the student may continue with graduate coursework.

Even though an applicant is eligible for consideration, an offer of admission is not guaranteed. Since staff, facilities, and resources are limited, a determination will be made as to the number of applicants that can be adequately served among those eligible for admission. As a result, offers of admission may be limited to only the most qualified of eligible applicants as determined by the College of Business Graduate Committee. The committee considers the following factors: difficulty of the applicant's undergraduate program; length of time and activities since graduation; and the percentile ranking on standardized entrance exams (e.g., GMAT, GRE, etc.).

Those applicants previously denied admission may, upon presentation of new information, be reconsidered. The applicant must petition the College of Business Graduate Committee in writing and provide those reasons relevant to the situation which demonstrate the likelihood of success. In all cases, the burden of proof is on the applicant.

Under the regulations of the Graduate School, eligible applicants who have been extended an offer of admission by the CoB Graduate Admissions Committee are recommended to the Dean of the Graduate School for either “full” or “provisional” graduate status. Students admitted with “provisional” status who have not attained an overall 3.0 GPA upon completion of 12 graduate credits will be dismissed from the program. Official admission decisions will come from the Dean of the Graduate School.

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<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>6600:615</td>
<td>Marketing Analytics</td>
<td>9</td>
</tr>
<tr>
<td>6600:625</td>
<td>Brand Management</td>
<td></td>
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<tr>
<td>6600:630</td>
<td>Customer Relationship Management</td>
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<tr>
<td>6600:635</td>
<td>Digital Marketing</td>
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<tr>
<td>6600:640</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>6600:681</td>
<td>Sales Management</td>
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</tbody>
</table>

Total Hours 9

Note: Students should take 6600:640 Marketing Research prior to 6600:625 Brand Management.

Program Contact: gradbusiness@uakron.edu
scores more than five years old are normally required to retake the exam. GRE and other tests scores should also be sent to the Graduate School as outlined above.

The CoB Graduate Admissions Committee meets monthly and considers all completed applications on hand at the time of each meeting. Applicants will be informed of admission decisions once the Dean of the Graduate School has acted upon the recommendation of the CoB Admissions Committee.

**Degree Requirements**
To be awarded any master’s degree from the College of Business, a student must:

- Meet the time and grade-point requirements of the Graduate School.
- Complete the minimum credits in each of the degree program descriptions.
- Complete all course and program requirements of applicable master’s program.

Questions regarding these Policies, Procedures, and Requirements may be sent via e-mail to gradbusiness@uakron.edu (grad.cba@uakron.edu). Further information may be found at the College of Business website: [https://www.uakron.edu/cba/](https://www.uakron.edu/cba/).

**Transfer Policy**
The College of Business will permit up to one-third of program credits of comparable graduate credits to be transferred in a graduate business program. These credits must be pre-approved by the CoB Director of Graduate Programs. This policy also applies to those students pursuing additional graduate degrees.

**Additional Degrees**
For a student who has already obtained one master’s degree in business, it is possible to pursue another degree in the college provided that:

1. The program must be unique from the earlier degree program(s).
2. The desired program (degree requirements) is specifically approved in advance by the CoB Director of Graduate Programs; and
3. No fewer than 20 new credits are earned for the second degree.

**Graduate Internships**
It is preferred that all full-time CoB graduate students without extensive work experience participate in an internship to gain practical experience in the field of study. The internship may be paid or unpaid. Students admitted to programs requiring internships must participate in an internship as outlined in the program requirements.