MBA STRATEGIC MARKETING CONCENTRATION

Additional MBA Program Information (https://bulletin.uakron.edu/graduate/colleges-programs/business-administration/mba-additional-information)

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.

Program Summary

- Gateway Courses - 12 credits
- Professional Courses - 6 credits
- MBA Core Courses - 18 credits
- Concentration Courses - 9 credits (Strategic Marketing)
- Integrative Courses - 3 credits
- Action-Based Learning (if not fulfilled in a concentration course) - 0-3 credits

Total Program: 48-51 credits

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.

Strategic Marketing Concentration Coursework - 9 credits

Choose nine credits from the following:

- 6600:615 Marketing Analytics (3 credits)
- 6600:625 Brand Management (3 credits)
- 6600:630 Customer Relationship Management (3 credits)
- 6600:635 Digital Marketing (3 credits)
- 6600:640 Marketing Research (3 credits)
- 6600:681 Sales Management (3 credits)

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

Admission Requirements

- Graduate School application and fee
- Official transcripts from each institution attended
- GMAT (score of 500 or better preferred), GRE, LSAT, PCAT, or MCAT scores
- Two letters of recommendation
- Statement of purpose
- Resume

Application Deadline

- July 15 for Fall enrollment
- November 15 for Spring enrollment
- April 15 for Summer enrollment

International Student Applications

It is recommended that international students apply one month prior to these dates to allow time for admission and I-20 visa processing. I-20 forms are processed by UA Immigration Services in the International Center, Buchtel Hall, Suite 202. Proof of English Language Proficiency is required by producing and acceptable TOEFL or IELTS score.

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.

Degree Offered: MBA Master of Business Administration

Program Contact: grad.cba@uakron.edu