

MASTER OF BUSINESS ADMINISTRATION (MBA)

Specialization in

Marketing

OVERVIEW

AIU® offers a professionally-focused MBA program with a specialization in Marketing designed to provide students with fundamental understanding of the key roles marketing professionals play in helping businesses stay competitive in today's global marketplace.

CURRICULUM INCLUDES

In this specialized curriculum, students can be challenged to understand the initiatives that help get goods or services to their targeted users or consumers by changing their behavior or influencing their ideas. The curriculum has been designed so students could immerse themselves in the legal aspects of market-research methods, international marketing, product and brand management, and strategic management.

Specialization courses are structured to assist students in the development of their goals as they acquire advanced knowledge and skills common to marketing and sales management professionals. For example:

- In **Strategic Marketing**, students can use contemporary approaches for developing strategic plans, present a framework for market planning and new product-entry strategies, and experience the design and implementation of a marketing plan.
- In **Research Methods in Marketing**, students can focus on analysis of information about the customer, as well as information about the customer's wants and needs for the purposes of developing marketing promotional campaigns, developing new products, refining current product offerings and improving customer-service efforts.
- In **International Marketing**, students can examine issues involving trends, factors and forces (such as institutions, culture, politics, law and environment) that affect global marketing activities.
- In **Product and Brand Management**, students can consider the product and brand management decisions that must be made to build and manage brand equity.

COURSEWORK

WHY AIU?

AIU offers a streamlined, real-world curriculum and flexibility to help school revolve around your life, not the other way around. To accommodate busy lives, we offer full- and part-time programs.

Within the MBA program, our specializations are geared toward business needs with a comprehensive foundation focused on key business concepts and strategies. AIU offers a streamlined, real-world curriculum, with flexible schedules to accommodate busy professionals.

American InterContinental University™ is regionally accredited by the Higher Learning Commission. To contact the Higher Learning Commission please visit www.hlcommission.org



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*Transferability of credits is at the sole discretion of the receiving institution.

MASTER OF BUSINESS ADMINISTRATION (MBA)

Specialization in **Marketing**

The AIU Master of Business Administration (MBA) degree program is designed to help students learn specialized knowledge and industry insights that can help develop or enhance their understanding of how marketing plays a critical role in determining the future products, promotions and demographics approached along with recommendations for product changes and target audiences.

FOCUS ON YOUR SPECIFIC AREA OF INTEREST

By studying advanced topics in marketing to complete the specialization requirements, AIU can give you an opportunity to learn a comprehensive core of business knowledge in addition to specialized knowledge and skills as they pertain to qualities sought in today's marketing professionals.

AIU'S BUSINESS ADMINISTRATION DEGREE PROGRAMS WITH ALL THEIR SPECIALIZATIONS ARE PROGRAMMATICALLY ACCREDITED BY THE ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS AND PROGRAMS (ACBSP).

The ACBSP accreditation means that AIU's Business Administration programs meet the rigorous standards of this leading accreditation association. It helps ensure that what we teach is industry-current and industry-relevant in today's business environment and can make your degree more meaningful in the marketplace.



OUTCOMES

WE CAN HELP YOU LEARN HOW TO:

- Adapt and innovate to solve problems.
- Analyze various leader, follower, cultural and situational characteristics that contribute to leadership, and adapt to the needs of situations, employees and co-workers.
- Apply quantitative reasoning and analysis to business and management problems using knowledge of mathematics, statistics, finance and economics.
- Develop plans to improve business operations.
- Apply principles of quantitative and qualitative research to business cases and evaluate the quality of research presented based on these principles.
- Use knowledge of economic concepts, principles and theory to critically analyze and evaluate economic problems and opportunities.
- Use critical-thinking skills, including deriving the issue, understanding argument reasoning and developing conclusions.
- Discuss the opportunities provided by technology for businesses.
- Recognize and manage potential ethical and legal conflicts.
- Communicate effectively in business situations.



REQUIRED COURSES

BUSINESS CORE COURSES

FIN 630	Global Financial Management	6
MGT 600	Business Research for Decision Making	6
MKT 640	A Managerial Approach to Marketing	6
MGT 680	Strategic Management	6

Total Core Requirements 24

MARKETING SPECIALIZATION COURSES

MKT 651	Strategic Marketing	6
MKT 655	Research Methods in Marketing	6
MKT 660	International Marketing	6
MKT 665	Product and Brand Management	6

Total Specialization Requirements 24

Total MBA Degree Requirements 48 Credits



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