

Master of Business Administration: Marketing Specialization

College of Business Administration



SAN DIEGO STATE
UNIVERSITY

Overview

The Master of Business Administration Marketing Specialization provides students with an academic curriculum that focuses on how products and services are developed, priced, promoted, distributed and sold. The process requires an understanding of buyer and seller behavior within the context of the overall market environment.

MBA Course Requirements

For general MBA program requirements please refer to the Official Program of Study for the Master of Business Administration (MBA).

Specialization Description

Marketing Specialization (12 units): Choose FOUR courses.

Specialization Electives

- MKTG 761 – Product Innovation Management**
- MKTG 762 – Seminar in Integrated Marketing Communication**
- MKTG 763 – Seminar in Sales Management**
- MKTG 768 – Seminar in Internet Marketing and E-Business***
- MKTG 769 – Seminar in International Marketing**
- MKTG 772 – Strategic Brand Management*
- MKTG 779 – Advanced Marketing Strategy**

Focused Specialization Course Recommendations

Integrated Marketing Communication

- MKTG 762 – Seminar in Integrated Marketing Communication**
- MKTG 768 – Seminar in Internet Marketing and E-Business***
- MKTG 772 – Strategic Brand Management*
- MKTG Elective

Managerial Marketing

- MKTG 761 – Product Innovation Management**
- MKTG 772 – Strategic Brand Management*
- MKTG 779 – Advanced Marketing Strategy**
- MKTG Elective

NOTE: Students are responsible to verify prerequisite requirements for the courses they select.

***Offered each semester **Offered once each year ***Offered every other year**

MIS 688 (Information Systems & Strategies in Orgs) is a recommended elective for all MBA students. This class does not count toward the Marketing specialization, but will count towards the remaining electives students need to complete.