

MBA in Marketing Program

MBA in Marketing program prepares the candidates for building solid careers in the field of marketing based on world-class theoretical foundation as well as applied and international real life practices. This program provides the marketing candidates with high quality of real-life marketing expertise, qualifications, problem-solving skills as well as critical and strategic thinking approaches that match modern business requirements.

Study Plan

Students are required to complete a set of required core courses and elective courses. The courses below represent the MBA in Marketing core and elective courses:

MBA in Marketing Core Courses – 33 Credit Hours:

Code	Core Courses	Credit Hours	Prerequisites
MBA 701	Research Methodology	3	-----
MBA 712	Management and Cost Accounting	3	-----
MBA 721	Corporate Finance	3	-----
MBA 731	Managerial Economics	3	MBA 701
MBA 740	Organizational Behavior and Human Resources	3	-----
MBA 743	Strategic Management and Business Policy	3	Capstone Course
MBA 744	Operations Management	3	-----
MBA 750	Marketing and Sales Management	3	-----
MBA 752	Consumer Behavior	3	MBA 750
MBA 758	Services Marketing	3	MBA 750
MBA 759	International Marketing	3	MBA 750

MBA in Marketing Elective Courses – 9 Out of 15 Credit Hours:

Code	Elective Courses	Credit Hours	Prerequisites
MBA 756	Marketing Strategy	3	MBA 750
MBA 760	Electronic Marketing	3	MBA 750
MBA 765	Relationship Marketing	3	MBA 750
MBA 766	Global Marketing Communications	3	MBA 759
MBA 767	Contemporary Issues in Marketing	3	MBA 759