BUSINESS ADMINISTRATION, M.B.A. - MARKETING

For further information: BusinessGrad@southernct.edu

Application Deadline

Rolling Admissions

MASTER OF BUSINESS ADMINISTRATION

The Master of Business Administration prepares individuals for leadership positions in business, nonprofit, or governmental organizations. The program is multidisciplinary and follows a systems approach to understanding the internal and external forces that influence the development of an organization. The structure of the program is based on particular themes divided across eight (8) foundation courses, six (6) advanced courses, and three (3) optional courses. Observance of order between foundation and advanced courses is required. All foundation courses must be taken before any advanced or optional courses. Enrollment in the program can be either full-time or part-time. Maximum full-time enrollment with the MBA program cannot exceed more than four (4) courses or 12 credits per term. The program is also designed for students with professional experience who are seeking to enhance their administrative skills and grow within their organizations without interruption to their career. The curriculum emphasizes a hands-on, practical approach to skill development and includes the following objectives:

- Assisting profit and nonprofit organizations to compete more effectively in a changing environment
- Preparing personnel in organizations for additional managerial responsibility
- Preparing individuals seeking administrative positions
- Aiding existing employees in gaining needed skills and knowledge for future organizational success
- Concentrations in Accounting, Finance, and Management and Marketing are available

ADMISSION REQUIREMENTS

Candidates for admission to the MBA program are required to hold a four-year baccalaureate degree (or equivalent) from an accredited institution. An undergraduate degree in business is not a requirement; qualified students from all backgrounds are encouraged to submit applications. Admission decisions are based on a combination of a student’s undergraduate academic performance, professional accomplishment, letters of recommendation and scores on the Graduate Management Admissions Test (GMAT) or Graduate Record Examinations (GRE). The GMAT and GRE requirement could be waived for any student with an undergraduate grade point average of 3.0 or higher.
Applicants with a graduate degree may also be exempted from the GMAT/GRE. Of these, the greatest weight is given to undergraduate academic performance. If applicants are unable to submit a GMAT/GRE score before their desired start date, they may be admitted provisionally (based on prior academic and professional performance) for maximum of one term. Receipt of a GMAT/GRE score is required for full acceptance and continuation in the program. If you are applying as international student please see the section regarding ADMISSION OF INTERNATIONAL STUDENTS in this catalog.

A complete application package will include

1. Transcripts from all previously attended colleges
2. Two letters of recommendation from a supervisor/professor attesting to candidates
   a. Personal integrity
   b. Leadership potential
   c. Ability to work independently and as a member of a team
   d. A 500 word personal statement explaining why the applicant wants to pursue an MBA
   e. GMAT or GRE scores as required

**PROGRAM REQUIREMENTS**

The School offers a traditional MBA (part-time and full-time), and an accelerated MBA (full-time). Both programs cover the same content and require the same number of credits.

Students accepted in the MBA program will study full-time or part-time in an engaging environment. Those students not employed will be assisted in having an ongoing relationship with an employer who can provide a mentoring role. Additionally, the employer will provide access to educational and research opportunities within the organization.

Business Administration

* Students may choose concentrations in Accounting, Finance, Management and Marketing using the three option courses.

**Program Sequence**

**51 credits**

_As sequencing changes, it is highly recommended that students meet with their program advisor to finalize a list of requirements for graduation._

**Foundation Courses**

MBA 500 - Management Process – 3 credits
MBA 501 - Business Economics – 3 credits
MBA 502 - Statistical Decision Making – 3 credits
MBA 506 - Financial and Managerial Accounting – 3 credits
MBA 503 - Managerial Finance – 3 credits
MBA 505 - Marketing Management – 3 credits
MBA 504 - Organizational Behavior – 3 credits
MBA 507 - Legal Issues in Business and Management – 3 credits

**Advanced Courses**
MBA 548 - Business Process Excellence – 3 credits
MBA 542 - Global Business – 3 credits
MBA 562 - Business Planning – 3 credits
MBA 565 - Business and Society – 3 credits
MBA 552 - Strategic Management – 3 credits
MBA 595 – Capstone: Research Project Seminar – 3 credits

**Concentration Courses**

*Students are also required to complete a concentration consisting of three additional courses.*

**Marketing Concentration (choose three)**
MBA 513 – Advertising and Promotional Strategy – 3 credits
MBA 536 – International Marketing – 3 credits
MBA 537 – Product Management – 3 credits
MBA 538 – Marketing Data Analytics – 3 credits
MBA 540 – Consumer Behavior – 3 credits

Beginning in the fall of 2015, students admitted into the program will be required to take and pass a qualifying exam in descriptive statistics before they can take MBA 502, Statistical Decision Making. Students who not pass the exam may take a 15 hour preparatory class in statistics run by the department or prepare on their own and retake the exam. Students will have three chances to take and pass the exam. Students who do not pass the exam on the third attempt will be asked to withdraw from the program.

**WAIVER POLICY**

Any of the eight required first year courses (except MBA 502) may be waived on the basis of appropriate undergraduate or graduate courses taken within the last six years at a regionally accredited institution. Waivers will be considered at the time of admission; waivers based on a “B” (3.0) or higher in the appropriate courses will be considered. Students who seek transfer credit must submit a written request (with a course syllabus or course description of the previously completed coursework) to the MBA Director during the first semester of attendance. Normally, waivers are decided within the first semester of study. Only courses with grades of “B” or higher may be used in meeting waiver guidelines for the required courses. Only required foundation courses may be waived. A course that has been waived may not be taken or used for elective credits. No tuition refund or cancellation will be issued for courses taken and subsequently waived. Moreover, waiving of courses does not reduce the total minimum number of 39 credits to complete the program.
WAIVER GUIDELINES

The minimum course requirements, all taken within the last six years, for waivers are:
MBA 500: Two courses in principles of or general management
MBA 501: One course in macroeconomics and one course in microeconomics.
MBA 503: Two upper division courses in finance
MBA 504: Two upper division courses in organizational behavior or industrial psychology
MBA 505: Two upper division courses in marketing
MBA 506: One course in financial accounting and one course in managerial accounting
MBA 507: Two courses in business law

CLASS SCHEDULING

All courses are offered one night a week. Students can pursue the program as intensively as they choose. There are also Saturday courses, as well as online and hybrid courses, in addition to the regular course offerings.

MASTER OF BUSINESS ADMINISTRATION REQUIRED COURSES

MBA courses are open only to those students matriculated into the MBA program or by permission of the MBA Director. Maximum full-time enrollment in the MBA program cannot exceed more than four (4) courses or 12 credits per term.