

# DEPARTMENT OF MARKETING

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## mission

The John B. and Lillian E. Neff College of Business and Innovation provides innovative and relevant learning experiences and engages in high-quality research and teaching to prepare students to become life-long, ethical business and academic leaders who are prepared for global challenges.

The Marketing Department offers areas of specialization and courses in Marketing and International Business. Each of these areas of specialization offer an opportunity to learn and develop skills in areas that are important to firms. Our marketing program provides students with the opportunity to develop a knowledge in advertising, product management, digital marketing and marketing research. International business provides student with opportunity to learn about exporting, foreign direct investment and managing and marketing in different cultures.

## accreditation

The Master of Business Administration (M.B.A.) is accredited by the Association to Advance Collegiate Schools of Business (AACSB) and the Higher Learning Commission (HLC).

## Degrees Offered

The length of the program will vary depending upon the nature of the undergraduate degree and the major selected. The program consists of a common body of knowledge (18 hours), core (24 hours) and elective (9 - 12 hours) courses. Any or all common body of knowledge courses may be waived for equivalent coverage at the undergraduate or graduate level with a grade of C or better. Any course subs for the core cannot also be utilized to meet major (elective) requirements.

The Marketing and International Business Department offers two areas of specialization: Marketing and International Business.

### Marketing - available 100% online

Marketing is one of the primary business functions that adds value to organizations of all types. Important areas of marketing include environmental scanning, planning, using social media, consumer behavior, global marketing, segmentation, marketing research, product and pricing strategies and brand management.

The curriculum prepares you for jobs, such as, marketing and development specialist, adverting account executive, marketing manager, and social media manager.

- Graduate Certificate in Marketing (<https://catalog.utoledo.edu/graduate/business-innovation/departments-schools/department-marketing/graduate-certificate-marketing/>) - available 100% online

Code	Title	Hours
BUAD 6300	Strategic Marketing And Analysis (MBA Core Course)	3
BUAD 6500	International Business (MBA Core Course)	3
IBUS 6100	Study Abroad Program (Instructor approval)	3
IBUS 6990	Independent Study (Instructor approval)	1-3
MKTG 5410	Marketing Systems (Common Body of Knowledge)	3
MKTG 6140	Relationship Marketing	3
MKTG 6220	Strategic Customer Insight & Analysis	3
MKTG 6230	Digital Marketing	3
MKTG 6240	Sales Force Leadership and Strategy	3
MKTG 6250	Global Sales and Sales Management	3
MKTG 6310	Managing Innovation and Product Commercialization	3
MKTG 6320	Strategic Brand Management	3
MKTG 6400	International Marketing	3
MKTG 6980	Special Topics	3
MKTG 6990	Independent Study (Instructor approval)	1-3
MKTG 8240	Sale Force Leadership and Strategy	3
MKTG 8250	Strategic Account Management	3
MKTG 8290	Business Marketing	3
MKTG 8310	Managing Innovation and Product Commercialization	3
MKTG 8320	Strategic Brand Management	3
MKTG 8400	International Marketing	3
MKTG 8790	Integrated Marketing/CRM Seminar	3
IBUS 8490	Global Management Systems	3
IBUS 8790	International Business Research Seminar	3