

Master of Business Administration with specialization in Marketing and Sales Management

42 credits

Specific Program Admission Requirements

1. Successfully completed a bachelor's degree in the same area of specialization or completed six (6) college-level credits in financial accounting from an accredited school.
2. If this prerequisite is not met the student must enroll in the course ACCO 500. ACCO 500 will not count for the student's cumulative grade point average.

Program Description

The Master of Business Administration with specialization in Marketing and Sales presents the student with the function, theory and modern practices of the element of trade within organizations. It also develops technical competencies and the ability to make market investigations, marketing planning, sales forecast, and promotion campaigns.

Program Objectives

1. Apply sales skills that guide the client to select the best products on the market that the company offers.
2. Solve situations and document decision making based on market research and projected sales movement.
3. Recognize the basic characteristics of consumer behavior and establish good relationships and develop persuasion strategies to meet their needs.
4. Study possible market problems and identify suitable strategies to solve them.
5. Develop logical-mathematical reasoning skills, database maintenance and programming management, to facilitate the task of product sales and marketing.
6. Select the most suitable marketing strategies to enter a particular market.
7. Establish effective marketing strategies to position the products offered by the company in the market.
8. Apply marketing management skills by strategically researching, planning, selecting, and positioning a product.
9. Utilize different marketing strategies for various services, including the concept of extended marketing mix.
10. Evaluate their performance and improve execution continuously, keeping updated in the field of specialization.
11. Identify the role of targeted market selection and segmentation, positioning and marketing mix concepts in brand development.
12. Develop empathy with company staff, customers and friends by working collaboratively as a team.
13. Use technology as a work tool, knowledge, information search, research and documentation in their work.
14. Communicate with the client and with his team in a clear, precise and effective way, respecting their differences and following the basic rules of courtesy and correction in English and Spanish.
15. Apply the principles and elements of marketing through "networking" to market, sell and establish adequate and effective distribution channels.
16. Communicate with intermediaries clearly, precisely and effectively, respecting the rules and differences of marketing in different places or countries.
17. Assume at all times acceptable ethical-moral attitudes when confronting possible conflicts that require the application of norms, policies or established laws when managing distribution channels.
18. Demonstrate leadership, competitiveness and security through their actions and interpersonal relationships, both to work independently and as a team.
19. Satisfy consumer needs by demonstrating skill in handling techniques, strategies, negotiations and closing sales.

Program sequence will be available at the time of enrollment.

The language of instruction and program delivery modality are subject to availability.

Notes:

1. ACCO 500 Financial Accounting is required for those students who do not have a minimum of six (6) college-level credits in financial accounting from an accredited school. Successful completion of ACCO 500 (or verification of six (6) college-level credits in financial accounting) is a prerequisite required before entering any ACCO or FINA course. Students who do not have six (6) college-level credits in financial accounting are required to successfully complete ACCO 500.

Program Curriculum

Core Courses		
Course	Title	Credits
ADMI 500	Managing Organizations	3
ITMA 501	Technology and Information Management	3
MARK 502	Marketing Management	3
FINA 505	Managerial Finance	3
ACCO 504	Accounting for Decision Making	3
ECON 505	Business Economics	3
QUME 507	Quantitative Methods and Statistics for Business	3
Total		21
Specialization Courses		
Course	Title	Credits
MARK 550	Integrated Marketing Communications	3
MARK 551	Marketing Research	3
MARK 552	CRM: Trust and Loyalty Management	3
MARK 555	Sales Management	3
MARK 560	Consumer Behavior	3
Total		15
Elective Courses (Select one course – 3 credits)		
Course	Title	Credits
MARK 553	International Marketing	3
MARK 554	Services Marketing	3
MARK 561	Brand Management	3
MARK 562	Supply Chain Management for Marketing	3
Total		3
Capstone Course (Select one course – 3 credits)		
Course	Title	Credits
ADMI 595	Knowledge Integration in Business Administration	3
MANA 742	Simulation	3
Total		3
Total credits		42