

MSBA: MARKETING

Marketing Advisor: Professor Richard Brooks

Telephone 619-594-4713; email dbrooks@mail.sdsu.edu; Office SS 3137

Career Directions

The MSBA in marketing prepares students for a wide variety of career opportunities in the fast growing and exciting field of marketing. Careers in advertising, marketing research, sales and sales management, product management and strategic planning are only examples of the many directions that MSBA Marketing graduates take. Opportunities exist across a wide spectrum of industry types including service industries (such as tourism and sports), manufacturing, retailing and wholesaling.

Curriculum

The Marketing program at San Diego State University is designed to provide an in-depth education in marketing. Degree requirements range from 30 – 51 units of coursework covering a business core, a variety of courses in marketing, and electives.

Program Prerequisites: Students must have recently completed each of the following program prerequisite courses.

Financial Accounting Fundamentals	BA 650 or ACCTG 201
Managerial Economics	BA 653 or FIN 321
Statistical Analysis	BA 652 or IDS 301
Financial Management I	BA 665 or FIN 323
Operations Management	BA 662 or IDS 302
Organizational Behavior	BA 651 or MGT 350
Marketing	BA 655 or MKTG 370

The prerequisite will be considered as having been met if you completed an equivalent course within the past 5 years at an institution accredited by the Association to Advance Collegiate Schools of Business (AACSB) and you earned a grade of B or higher in that course. Courses completed at non-AACSB accredited institutions will be evaluated on a case-by-case basis. The Graduate Programs Office will inform you of the program prerequisites you need to complete. You should register for these courses first.

Courses in the Program

Required courses in the MSBA Marketing program are:

- MKTG 766 Seminar in Marketing Research
 - MKTG 701 Seminar in Marketing Planning & Programs
- OR
- MKTG 779 Advanced Marketing Strategy
 - MKTG 790 Directed Readings

Additional marketing courses include:

- MKTG 760 Seminar in Consumer Behavior
- MKTG 761 Product Innovation Management
- MKTG 762 Seminar in Integrated Marketing Communication
- MKTG 763 Seminar in Sales Management
- MKTG 765 Seminar in Marketing and Public Policy
- MKTG 767 Seminar in Business Marketing Management
- MKTG 768 Seminar in Internet Marketing
- MKTG 769 Seminar in Marketing and Public Policy

Electives

Courses in other business fields such management, finance, information & decision systems, and accounting can be included in your program. Additionally, up to two graduate classes may be taken outside the College of Business. Courses in economics, communication, and journalism may fit well into a student's career objectives. Consent of advisor is required before non-business courses are selected.

Terminal Project

Students conclude their MSBA Marketing degree with either a thesis or a marketing project. Both choices involve close work with the marketing faculty and are designed to allow a student to demonstrate the skills they have acquired throughout the program.

Summary

Prerequisites: The 21 units in core areas of business. All may be waived by the advisor.

Required: 30 units of courses approved by the advisor.

Marketing Department San Diego State University 5500 Campanile Drive San Diego, CA 92182-0099 (619) 594-5317
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