

# College of Professional Studies

## DID YOU KNOW?

Indiana Tech is accredited by the Higher Learning Commission, the largest regional accreditor of degree-granting, post-secondary educational institutions in the United States.

Indiana Tech’s College of Business is accredited by the International Accreditation Council for Business Education.

**Our new MBA 5050 Executive Leadership course sets our MBA program apart from others in the region.**

*Find out how on side 2 of this sheet.*

# Marketing, MBA

[indianatech.edu/programs/mba-marketing](http://indianatech.edu/programs/mba-marketing)

## EARN YOUR MBA FROM INDIANA TECH IN 14 MONTHS OR LESS.

With a Master of Business Administration – Marketing, you will be prepared for all aspects of marketing an organization, including strategy, sales, advertising, promotion, pricing, product development and public relations. Our program examines the core functional areas of a company as well as market research and international marketing topics. Courses focus on strategies in real-world business applications, making your classes relevant to today’s changing marketplace.

Organizations need individuals who can think big picture and make strategic decisions about how a product or service is presented and to whom. A graduate degree equips marketing professionals with the business acumen and problem-solving skills necessary for building a solid customer base, understanding what prospective buyers want and communicating how a company’s product can deliver.

## Student Learning Outcomes

Upon completion of the Master of Business Administration – Marketing, you will be able to:

- Demonstrate advanced knowledge in the functional areas of business
- Analyze and identify external opportunities and threats, and propose strategic solutions
- Write and speak clearly and professionally
- Utilize technology as a tool for business strategy
- Interpret data and provide insight to increase sales
- Function as a team leader with strong interpersonal skills
- Make decisions regarding a firm’s marketing strategy
- Anticipate and meet the changing needs of customers, employers, clients and markets better than competitors

## Career/Salary Opportunities

Below are potential career opportunities available to graduates with a master’s degree in business administration with a concentration in marketing. Additionally, you will find national statistics for average annual salaries and projected job growth, as identified by BLS.gov statistics. Salaries can vary based on the market in which you live and the prior experience you bring to the position.

- Marketing Manager ..... \$132,620/year  
Job outlook, 2018-28: 8 percent increase
- Sales Manager ..... \$124,220/year  
Job outlook, 2018-28: 5 percent increase
- Public Relations Manager ..... \$114,800/year  
Job outlook, 2018-28: 8 percent increase
- Market Research Analyst..... \$63,120/year  
Job outlook, 2018-28: 20 percent increase

## Curriculum

Course No. Course Name ..... CREDITS

### CORE COURSES

MBA 5050	Executive Leadership (first course) .....	3
MBA 5125	Economic Decision Making for Managers.....	3
MBA 5140	Accounting & Financial Decision Making for Managers .....	3
MBA 5225	Marketing & Innovation .....	3
MBA 5400	Statistical Learning & Analytics .....	3
MBA 5410	Operations Management & Technology .....	3

Choose one of the following:

MBA 7000	Business Policy & Strategy .....	3
MBA 7100	Global Business Practicum .....	3

### MARKETING CONCENTRATION

MBA 6420	Marketing Research .....	3
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Select two of the following courses:

MBA 5330	Business Law .....	3
MBA 6400	International Marketing .....	3
MBA 6430	Professional Selling & Sales Force Management ..	3
MBA 6440	Advertising & Promotion Management.....	3
MBA 6990	Business Praxis*.....	3
MSM 5350	Customer Relationship Management .....	3

**TOTAL REQUIRED CREDITS ..... 30**

\*Only international students will need to take the MBA 6990 Business Praxis course as part of their Curricular Practical Training.

*For the most current and complete list of degree requirements, visit our online course catalog at [catalog.indianatech.edu](http://catalog.indianatech.edu).*

## Why an Indiana Tech MBA is Better

At its foundation, Indiana Tech's MBA program is built on a core of seven courses that supplies you with fundamental business knowledge and an invaluable skill set that equips you for success in today's ever-changing business landscape. However, it's the first course you take—MBA 5050—Executive Leadership—that sets our MBA program apart from others in the region.

In MBA 5050, you will use the Leadership Circle Profile, an assessment tool utilized by top employers like Honda, FedEx and PriceWaterhouseCoopers that will reveal key opportunities for you to develop as a leader. Using that information, you will create a leadership development plan—your roadmap to transforming into the leader you want to become. After completion of MBA 5050, you will be paired with an executive coach who will help you make better sense of your self-assessments and give you sound advice as you put your plan into action.

As a result, you are able to apply a very personalized approach to your education—learning and growing as a leader while honing your knowledge and skills in your field of expertise. Get started today, and earn your MBA in 14 months or less at Indiana Tech.

## Warriors in the workforce

Indiana Tech graduates work at great companies like:

- Zimmer Biomet
- Lincoln Financial Group
- Parkview Health
- Samtec
- Wabash National Corporation
- MedPro Group
- Eli Lilly and Company
- 3Rivers Federal Credit Union
- General Motors
- Dow Chemical
- Apple
- Georgia-Pacific

Indiana Tech graduates gravitate toward careers in the following fields:

- Business Administration
- Computer Science
- Engineering
- Information Technology
- Management
- Operations
- Sales and Marketing
- Criminal Justice

### INDIANATECH.EDU/GOFORIT

Contact your admissions representative or call 888.832.4742 for more information.