

Anderson School of Management

MARKETING MANAGEMENT CONCENTRATION

MBA



General Description:

Marketing an organization's product or services includes planning and executing development, pricing, promotion, and distribution to create customer satisfaction. Students with a concentration in Marketing Management are prepared for a wide variety of careers in product management, marketing research, advertising, retailing, distribution, customer relations, sales and technology development.

Job opportunities exist in advertising agencies, consulting firms, entertainment firms, government, industrial firms, international firms, manufacturing firms, marketing research firms, marketing specialist firms, media, product testing laboratories, public relations firms, retail firms, self-employed, purchasing, service firms, and wholesaling firms. Employers of Marketing Management graduates include General Motors Truck & Bus Group, IBM, John Hancock Financial Services, Rick Johnson & Company, Inc., Ford Motor Corporation, Intel, J.C. Penney, Neiman-Marcus, KOB-TV, Pfizer, Inc., Sandia Labs, and Sherwin-Williams Company.

Requirements:

The MBA Marketing Management Concentration requires 15 hours of coursework. MGMT 522 is a pre-requisite for all graduate marketing courses. There are two required courses, MGT 581 and 582. In addition, three electives must be chosen from MGMT 489, 523, 580, 583, 586, 587 and 588. Other Anderson School or UNM courses may be substituted with prior written consent of the faculty advisor. In the list below the semester in which the course is normally taught is shown in parentheses. If no semester is shown the semester the course is taught varies. Students should refer to the course schedule for more information.

Courses Required:

MGMT 581	Research for Marketing Management (3) (Spring)- Prerequisite: MGMT 501 and (322 or 522)
MGMT 582	Marketing Strategy (3) (Fall)- Prerequisite: MGMT 522

Plus Three Of:

MGMT 489*	Marketing of Services (3) - Prerequisite: MGMT 322
MGMT 523	Service Operations Management (3) (Fall) - Prerequisite: MGMT 300 or 520
MGMT 580	Buyer Behavior (3) - Prerequisite: MGMT 322 or 522
MGMT 583	International Marketing (3) (Fall) - Prerequisite: MGMT 322 or 522
MGMT 584	Sales Management (3) (Spring) - Prerequisite: MGMT 322 or 522
MGMT 586	Strategic Logistics Management (3) (Spring) - Prerequisite: MGMT (300 or 520) and (322 or 520)
MGMT 587	Marketing Communications Management (3) - Prerequisite: MGMT 322 or 522
MGMT 588	Supply Chain Strategy (3) (Fall) - Prerequisite: MGMT (300 or 520) and (322 or 520)
MGMT 697	Internship (Concentration advisor permission required-see Career Services Office)

Dual Concentration Program:

Students may pursue a dual concentration in Marketing and Operations Management by taking as few as 21 credit hours. To achieve the dual concentration the following courses should be selected:

- Required courses acceptable for either concentration: 523, 581, 582, 586, 588
- Two additional operations management electives from: 521, 525, 532
- This section should match the same section in the MBA Operations Management concentration sheet.

You are your own best advisor. You should know the requirements for graduation and how you are going to fulfill them. The Marketing Faculty and Anderson MBA/MACCT Advisor are available to assist you in planning your curriculum. You should seek advice prior to making important decisions.

Concentration Advisor:

Mary Margaret Rogers
Associate Professor
Ph.D. The Ohio State University
Office: ASM 2146
Phone: 505-277-2907
Email: mmrogers@mgt.unm.edu

<http://mba.mgt.unm.edu/concentrations/marketing.asp>

