

## PROFESSIONAL MASTER'S DEGREE OF MARKETING

The Master of Marketing is designed to develop marketers with sound marketing knowledge and analytical skills, and creative ability. The Master of Marketing will prepare graduates to function in rapidly changing marketing environments. More than ever, organizations require marketers who understand marketing issues that directly impact organizational performance.

The Master's Program in Marketing takes a 2-prong approach, combining theoretical marketing expertise and practical application. Students acquire the technical expertise they need to cover the increasingly interdisciplinary spectrum of marketing in the digital age: From strategy to consumer psychology, from international marketing to product management, from online business to sales, and from social media to CRM.

| PROFESSIONAL MASTER'S DEGREE OF MARKETING |              |
|-------------------------------------------|--------------|
| DURATION                                  | ONE YEAR     |
| CREDIT HOURS                              | 24 CREDITS   |
| SUBJECT                                   | Credit Hours |
| MARKETING MANAGEMENT                      | 3            |
| CONSUMER BEHAVIOR                         | 3            |
| BRAND MANAGEMENT                          | 3            |
| DIGITAL MARKETING                         | 3            |
| MARKETING RESEARCH                        | 3            |
| THESIS                                    | 9            |