University of the Incarnate Word®
Master of Business Administration in **Marketing**

H-E-B School of Business and Administration

MARKETING

PROGRAM OVERVIEW

The Master of Business Administration (M.B.A.) with a concentration in Marketing at the University of the Incarnate Word provides students with an understanding of the roles marketing plays in business and the effects marketing decisions have on business, individuals and society. The concentration's coursework is designed to encourage students to think conceptually, critically, analytically, creatively, socially and globally, and to contribute to their becoming successful marketing decision-makers and executives. Students can focus their studies in such areas as brand management, digital media, international marketing and services marketing.

QUICK FACTS

- 30-hour program
- Evening courses
- Continuous enrollment
- Complete program within three to five semesters
- Nationally accredited by The Association of Collegiate Business Schools and Programs (ACBSP)
- Regionally accredited by The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)

CONTACT

Graduate Admissions
(210) 829-6005
gradadmissions@uiwtx.edu

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M.B.A. in **Marketing**

CORE COURSES

21 CREDIT HOURS

BMGT 6301   M.B.A. Cornerstone
ACCT 6311   Managerial Accounting
BMGT 6311   Human Resource Management
ECON 6311   Managerial Economics
BFIN 6320   Financial Management
BMKT 6311   Marketing Management
BMKT 6375   Marketing Research

MARKETING ELECTIVES

6 CREDIT HOURS (Choose two)

BMKT 6361   International Marketing
BMKT 6365   Brand Management
BMKT 6355   Digital Media for Marketing
BMKT 6334   Services Marketing

CAPSTONE

3 CREDIT HOURS

BMGT 63CS Capstone: Cases in Management Problems

More information | **bit.ly/uiw-mba-marketing**