

 MVNU / ONLINE

**MASTER OF BUSINESS
ADMINISTRATION**

MARKETING

2023-24 Program Information
School of Graduate and Professional Studies



MASTER OF BUSINESS ADMINISTRATION (MBA)

MARKETING

As an MBA student, you will study the essential areas of business, learning the most advanced theories and skills required in today's hyper-competitive environment. The 36 credit hour curriculum includes nine (9) core courses covering the functional areas of business — accounting, economics, finance, management, and marketing — along with ethics, leadership, organizational behavior, legal issues, global business, and strategy.

The Marketing concentration will prepare you for a career in consulting, entrepreneurship, or general management by learning business skills, along with specific skills related to marketing.

*9 core
courses*

*36 credit hour
curriculum*

*Flexible
scheduling*

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TUITION COSTS

COURSE NUMBER	COURSE NAME	CREDITS	TUITION
MANG6113	Ethical Leadership	3	\$1,494
ECON6083	Managerial Economics	3	\$1,494
MANG6023	Organizational Behavior	3	\$1,494
MARK6003	Marketing Management	3	\$1,494
MANG6123	Legal Issues in Management	3	\$1,494
MANG6093	Global Business	3	\$1,494
ACCT6003	Managerial Accounting	3	\$1,494
FINC6013	Corporate Finance	3	\$1,494
MANG6043	Strategic Management	3	\$1,494
MARK6013	Advanced Marketing Management	3	\$1,494
MARK6023	Marketing Strategy	3	\$1,494
MARK6033	Marketing Research	3	\$1,494
	Graduation Fee*		\$100
TOTAL		36	\$18,028

Additional Important Information

- Program schedule and costs are subject to change and are provided for students during the enrollment process.
- Course-by-course payment is due no later than the first night of each course.
- Textbook costs are not included in the total cost of the program.

*A \$100 Graduation Fee is charged to all students, regardless of degree type, when the Registrar's Office receives their Intent to Graduate Form.



**COURSE-
BY-COURSE
PAYMENTS**



COURSE DESCRIPTIONS

Ethical Leadership - MANG6113

An examination of current theories and practices of leadership, along with an exploration of the thesis that effective and ethical leadership lies in a commitment to universal moral principles, including justice, integrity, and compassion. Challenges to this thesis are also examined.

Managerial Economics - ECON6083

A study of the concepts of microeconomics and macroeconomics theory and policy including the concepts of demand and supply theory, resource and product markets, fiscal and monetary policy, and price theory and profit maximization.

Organizational Behavior - MANG6023

A systematic examination of psychological and sociological variables that are important in the comprehension of individual motivation, the managing of groups, interpersonal relationships, and organizational effectiveness, as well as creativity and leadership within the organization.

Marketing Management - MARK6003

An introduction to the theory and practical application of marketing principles. Special emphasis is given to developing a framework for analyzing strategic marketing situations by defining target markets and developing a marketing mix related to the market stakeholders of the organization.

Legal Issues in Management - MANG6123

A course designed to give students an understanding of the legal concepts, rights, obligations and liabilities faced in the business environment. This course focuses on the arena in which commercial transactions occur and the legal issues that arise with these transactions. It is the goal of this course to prompt students to proactively consider legal issues among the decision dimensions when making a business decision.

Global Business - MANG6093

An intensive course designed to give a thorough understanding of the important dimensions of conducting business internationally. Students will gain an appreciation of the complexities associated with international business including: the importance of cultural differences, choice of modes of entry, strategic marketing strategies, strategic human resource strategies, and important international business theories.



**EXPERTLY
CRAFTED
COURSES**



Managerial Accounting - ACCT6003

A comprehensive examination of managerial accounting on the use of accounting data in the management of an organization. What accounting data are interesting and how they might be used depend on what the manager is seeking to accomplish and what other information is available.

Corporate Finance - FINC6013

An advance study of risk management, capital budgeting, cost of capital, capital structure, the function and role of capital markets, and analysis of financial statements.

Strategic Management - MANG6043

A capstone study of how firms formulate, implement, and evaluate strategies. Students study strategic management concepts and techniques used to chart the future direction of different organizations. The major responsibility of the student is to make objective strategic decisions based on an integrated perspective of the program curriculum and to justify their decisions through oral and written communication.

Advanced Marketing Management - MARK-6013

An in-depth study of marketing policies and strategy, organization, demand analytics, product planning, pricing, physical distribution and promotion.

Marketing Strategy - MARK-6023

A study in planning and implementing marketing policies and strategies. Special emphasis is given to ethical dilemmas facing a marketing manager.

Marketing Research - MARK-6033

An introduction to the practical concepts used to develop and implement marketing strategies. Special emphasis is given to an overview of marketing and strategies for product, pricing, advertising, promotion and distribution channels.



CLASSES TO
FIT YOUR
SCHEDULE



WHAT OUR STUDENTS ARE SAYING:

“MVNU has taught me so many skills both in and outside the classroom that I will carry with me into the future as this chapter ends. My MVNU education has given me the knowledge and confidence needed to be a strong and Godly businesswoman.”

HANNAH HINERMAN

Master of Business
Administration, 2019



COURSE START DATES AND DEADLINES



Classes starting soon!

*[Check online](#) for the next available start date.
Contact your Enrollment Specialist for more
information about getting started.*

STEPS FOR APPLYING TO MVNU ONLINE

1. **Complete your application.** (There is no application fee!)
2. **Request all official transcripts** to be sent to MVNU from each college or university you have attended to date. Please have your transcripts sent to:

Mount Vernon Nazarene University

Attn: SGPS Admissions
800 Martinsburg Road
Mount Vernon, OH 43050

Official Electronic Transcripts should be sent to
SGPSApplication@mvnu.edu.

*Additional materials may be required based on individual situations.

3. **Fill out the FAFSA** at www.studentaid.gov if you plan to use Federal Student Aid.
MVNU Code: **007085**
4. Once all transcripts have been submitted, you will **receive an official evaluation and admission decision** (typically within one week).
5. **Review your evaluation** with your Enrollment Specialist to understand transfer credits and program requirements.
6. **Complete a Registration Agreement Form** to be scheduled for classes.
7. **Receive course schedule and official Financial Aid award.**
8. **Start your classes!**

QUESTIONS?

1-800-839-2355
MVNU.EDU/SGPS

ADDITIONAL MBA PACKETS

CLICK ON ANY CONCENTRATION TO READ MORE

[FINANCE](#)

[HUMAN RESOURCE MANAGEMENT](#)

[MINISTRY LEADERSHIP](#)

[ORGANIZATIONAL MANAGEMENT](#)

[HUMAN AND SOCIAL SERVICES LEADERSHIP](#)

[LOGISTICS MANAGEMENT](#)

[ACCOUNTING](#)

[BUSINESS DATA ANALYTICS](#)