

# UNIVERSITY OF NEW ORLEANS

## MBA PROGRAM

### MARKETING CONCENTRATION

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The Marketing Concentration consists of three approved electives. After you have completed the MBA core course, MKT 6503, please continue with the following approved Marketing Concentration electives:

One required MKT elective:

**MKT 6555** Marketing Research Methods

Plus two MKT 6000-level approved electives. ONLY one **4000-G** course can be counted towards the MBA MKT Concentration.

Special Note: Periodically, new concentration courses are added to the semester schedules. Please be sure to get your up-to-date copy of the Semester Class Schedule from your MBA Advisor.

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#### Approved Electives - Brief Course Description

##### **MKT 6555 Marketing Research Methods**

*Prereq: MKT 6503.*

Advanced marketing research methods, including experimentation, questionnaire construction, and sampling, used to investigate marketing problems and design of strategies. Other applications include market position assessment, image studies, product design, advertising effectiveness, and pricing. Elementary and multivariate data analysis methodology will be applied.

##### **MKT 6510 Advanced Analysis of Consumer Behavior**

*Prereq: MKT 6503.*

Theoretical, conceptual, and methodological issues in consumer behavior. Emphasis will be on current publications, breakthroughs and research.

##### **MKT 6333 Real Estate Finance and Market Feasibility Analysis**

*Prereq: one of the following: FIN 6300, Urban Studies 6165, FIN 4366, or FIN 4368.*

A survey of the physical characteristics and the market, economic, and financial considerations, which enter into the decision process for selecting business locations. Addresses the allocation of land resources among a number of possible revenue-producing uses and the impact of location considerations on the profitability of the firm. An extensive field research project is an integral part of the course.

**MKT 6520 Innovation in Marketing**

*Preq: MKT 6503.*

A critical analysis of the marketing process in selected product type and product life cycle situations. Special attention is given to the need for creativity and innovation in marketing policy.

**MKT 6535 Advanced Service Marketing Management**

*Preq: MKT 6503.*

A strategy-oriented seminar dealing with problems of marketing-service businesses (e.g., hotels, restaurants, banks, medical offices, etc.). Management of the marketing effort for service businesses using case analyses, exercises, and projects, which deal with critical aspects of service design and delivery. Students may not receive credit for both Marketing 4535G and 6535.

**MKT 6536 Strategic Marketing Decisions for Health Care Management**

*Preq: Marketing foundation.*

An advanced seminar in strategic marketing methods in a diverse health care context. Includes assessment of market opportunities, development and implementation of marketing programs, promotion, market research, and marketing information systems. Special emphasis on marketing in a managed care environment.

**MKT 6546 or MKT 4546G Advanced Seminar in International Marketing**

*Prerequisite: MKT 6503.* An in-depth review of trends and developments in the global marketing environment. Topics covered include import-export, joint ventures, as well as international marketing systems and multinational marketing strategies.

Students may not receive credit for both Marketing 4546G and 6546.

**MKT 6590 Current Topics in Marketing**

*Prerequisite: MKT 6503.* An intensive study of selected current topics in marketing. Topics will vary based on contemporary needs as dictated by the discipline, as well as the interests of the students and the instructor.

**MKT 6591 Independent Study in Marketing**

*Prerequisite: consent of department.* Readings, weekly reports, conferences, and a research paper.

**MKT 6594 Internship in Marketing**

*Prerequisite: 15 hours of MBA courses with at least a 3.0 GPA and consent of the department.* The student will work a minimum of 150 hours during the semester at the site of a participating organization that directs the intern in a specific Marketing project. Students must in addition engage in extensive outside research in the subject area related to their internship and submit a substantial report on this research reflecting a graduate level of learning. Enrollment is limited. May not be repeated for credit.

**MKT 6575 Logistics**

Logistics is a value-added process that synchronizes demand and supply in an effort to provide competitive advantage. Emphasis is placed on the strategic importance of customer service/satisfaction within a supply chain management perspective. Specific topics include supply chain strategy, transportation, inventory analysis, warehousing, material handling, and international logistics.