

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

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H-E-B School of Business and Administration

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

MARKETING



# M.B.A. in Marketing

## CORE COURSES

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### 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

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### 6 CREDIT HOURS (Choose two)

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

## CAPSTONE

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### 3 CREDIT HOURS

BMGT 63CS Capstone: Cases in Management Problems