

Wingate University MBA Program Marketing Concentration

I. Overview: This concentration will focus on enhancing marketing management expertise, including market research, strategic communications, branding and brand management, and marketing strategy.

II. Marketing Concentration Courses:

1) BUS 650 – Marketing Research Management (3 credits)

Overview: This course will focus on marketing research and its use in making more effective marketing decisions. The primary emphasis will be on three themes: (1) Taking general marketing problems and structuring them in terms of specific questions amenable to research; (2) Understanding primary and secondary sources of research, including issues in data collection; (3) Developing specific techniques for analyzing market research data once collected, and using it to make good marketing decisions.

Prerequisites: Marketing Mgt (BUS 622); Quantitative Decision Making (BUS 614)

2) BUS 651 – Strategic Marketing Communications & Brand Management (3 credits)

Overview: This course focuses on how profitable brand strategies can be created and addresses three important questions: (1) How do you build brand equity?; (2) How can brand equity be measured; (3) How do you capitalize on brand equity to expand your business? The key objectives of the course are to develop an understanding of important issues in planning and evaluation of brand strategies, and to develop the ability to choose appropriate communications concepts and techniques to improve the long-term profitability of brand strategies.

Prerequisites: Marketing Mgt (BUS 622)

III. Concentration Sequence: Upon completion of the prerequisite core courses noted above, BUS 640 and BUS 641 may be taken in either order. Including the core course BUS 622, this represents nine credits in total marketing management course content.

IV. Contact:

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