Master of Business Administration (MBA) with a specialization in Marketing
Knowledge gained through work experience and industry certifications may help you earn academic credit toward your degree through Capella’s Prior Learning Assessment process, offering you potential savings on tuition and time to completion.*

Learners enrolled in the Master of Business Administration degree program have the option to complete multiple specializations.

The Accreditation Council for Business Schools & Programs (ACBSP) has accredited Capella University business programs and select specializations. For full accreditation statement and the list of accredited programs and specializations, go to www.capella.edu/university-accreditation/.

The MBA Marketing specialization presents the theories and techniques used by marketers in today’s competitive environment and provides learners with a strong understanding of current and emerging marketing issues and the ways firms use marketing in a contemporary context. The specialization curriculum is designed to cultivate competency in market research, consumer behavior, new product design and development, and customer relationship management. Learners also focus on the processes of market analysis, planning, execution, and evaluation using current and emerging technology platforms. Upon successful completion of this specialization, learners are prepared to pursue middle- or senior-level marketing management positions.

Key Features of the Capella MBA Program

Personalization—choice of 11 specializations (including a self-designed General MBA) that give learners the in-depth knowledge most important to them, and a self-selected capstone project that aligns with their interests.

Supportive—MBA Central is an online resource that provides the academic support learners need to succeed in their program and the career resources they need to achieve their professional goals. Our mobile access also provides learners with courseroom access wherever their schedule takes them.

Rigorous—Capella’s competency-based curriculum integrates key learning across core business disciplines to deliver immediate on-the-job value by equipping learners with the practical skills needed to lead and excel in high-performing organizations.

*Residents of Washington may receive credit for prior learning only in the bachelor’s and MBA programs. This guide is intended to provide an overview of the specialization and is subject to change. Your enrollment counselor can provide updates, details, and Capella’s official University Catalog that specifies your program requirements.
Career Information

Capella’s Career Center proactively assists learners and alumni in developing and implementing their unique career management goals. The Career Center staff is committed to helping you move forward in your career.

This specialization is offered in the GuidedPath delivery model.

**RELATED EMPLOYMENT SETTINGS TO EXPLORE**

- Retail organization
- Corporation
- Advertising agency
- Public relations firm
- Market research firm
- Bank or financial firm
- Health care organization
- Consulting firm
- Nonprofit organization
- Government—local, state, federal
- Land-based or online college or university

**RELATED JOB TITLES TO EXPLORE***

- Marketing manager/director
- Sales manager/director
- Brand manager
- Tradeshows manager
- Adjunct or part-time faculty
- Product manager
- E-marketing/web marketing manager
- Advertising/promotions manager
- Public relations manager
- Media planner
- Market research analyst
- Business/marketing analyst
- Marketing project manager
- Event director
- Chief marketing officer
- Marketing research project director
- Internet/online/digital marketing specialist
- Internet/online/digital marketing manager
- Market and products

**SPECIALIZATION OUTCOMES**

- Develop socially responsible marketing approaches
- Evaluate the challenges and opportunities in global marketing
- Evaluate consumer behavior
- Conduct and apply marketing research to enhance decision making
- Develop comprehensive strategic marketing planning
- Create e-commerce marketing solutions

*These are examples intended to serve as a general guide. Because many factors determine what position an individual may attain, Capella cannot guarantee that a graduate will secure any specific job title.
Curriculum

- 16 required courses
- Total program credits: 48 quarter credits

**CORE COURSES**

- MBA6004  Foundational Skills for Business Leaders .................. 3 quarter credits
- MBA6006* Leading Innovation in the Global Organization .......... 3 quarter credits
- MBA6008  Global Economic Environment ........................... 3 quarter credits
- MBA6012  Integrated Global Marketing ............................... 3 quarter credits
- MBA6014  Financial Accounting ......................................... 3 quarter credits
- MBA6016* Finance and Value Creation ................................. 3 quarter credits
- MBA6018  Data Analysis for Business Decisions ..................... 3 quarter credits
- MBA6022  Strategic Operations Management ....................... 3 quarter credits
- MBA6024* Organizational Strategy ................................. 3 quarter credits
- MBA6026  The Global Leader ........................................... 3 quarter credits
- MBA6028* Business Integration Skills ................................. 3 quarter credits

**SPECIALIZATION COURSES**

Choose four from the following courses:

- MBA6112*  Market Research .................................................. 3 quarter credits
- MBA6114*  Consumer Behavior ............................................ 3 quarter credits
- MBA6116*  New Product Design and Development .................. 3 quarter credits
- MBA6118*  International Marketing ...................................... 3 quarter credits
- MBA6120  Sales and Customer Relationship Management .......... 3 quarter credits

**CAPSTONE COURSE**

Taken during the learner’s final quarter:

- MBA6900* MBA Capstone .................................................. 3 quarter credits

*Denotes courses that have prerequisite(s). Refer to the course descriptions for further details.
Core Course Descriptions

MBA6004 Foundational Skills for Business Leaders 3 QUARTER CREDITS
This course is an introduction to the MBA program and its theoretical and applied approach. Learners focus on developing and applying the knowledge, skills, and abilities associated with analytical and critical thinking, problem solving, communication, argumentation, and presentation. Learners also become familiar with the case study method, explore ethical and legal issues, and establish their own personal program and career goals. **Must be taken during the first quarter by learners who have been admitted to the MBA degree program. Cannot be fulfilled by transfer or prior learning assessment.**

MBA6006 Leading Innovation in the Global Organization 3 QUARTER CREDITS
In this course, learners research the global leadership models and practices that drive innovation and enhance competitive advantage in complex and diverse environments. Learners also explore and assess the ways global leaders work to shape organizational culture and processes that support innovation and change. **Prerequisite(s): Completion of or concurrent registration in MBA6004. Prerequisite does not apply to Business Management and Management Consulting certificate learners.**

MBA6008 Global Economic Environment 3 QUARTER CREDITS
This course covers microeconomic and macroeconomic principles, theories, and tools and their applications in business. Learners analyze the national economy, global economy, and comparative advantage; factor inputs used to create value in different industry and market structures; and the tools employed by the Federal Reserve System and the federal government to create and implement fiscal and monetary policies. Learners also develop and demonstrate their knowledge of theories of the firm and the ways in which individuals and firms make economic decisions.

MBA6012 Integrated Global Marketing 3 QUARTER CREDITS
Learners examine tools, techniques, methods, and emerging marketing thought employed by organizations that market goods, services, and ideas in local and global environments. Topics include fundamental marketing principles, marketing models and practices, marketing information sources and their associated uses, and the integration of marketing with other organizational functions. Learners also explore the link between marketing and business objectives; the environment beyond the firm; and the role of objectives, strategies, and tactics in marketing and demonstrate their competence in understanding and applying marketing concepts.

MBA6014 Financial Accounting 3 QUARTER CREDITS
This course covers the tools, techniques, and methods of financial accounting and their applications in business. In particular, learners explore appropriate techniques for applying financial tools in support of business decisions across local and global organizations. Learners also develop their skills and knowledge of financial statement development, analysis, and control, and the tax, ethical, and legal implications of various accounting decisions.

MBA6016 Finance and Value Creation 3 QUARTER CREDITS
This course addresses the tools, techniques, and methods of finance and their applications in business. In particular, learners examine the financial tools and methods used to create firm value across local and global organizations. Learners also explore and demonstrate competencies related to the financial structures of firms; global financial markets; and the tax, ethical, and legal implications of various finance decisions. **Prerequisite(s): MBA6014.**

MBA6018 Data Analysis for Business Decisions 3 QUARTER CREDITS
Learners in this course analyze ways that data analysis informs business decisions and practice applying tools and techniques for converting raw qualitative and quantitative data into information that supports organizational decision making. Other course topics include data acquisition and organization, descriptive and basic inferential statistics, and content analysis.
MBA6022  Strategic Operations Management  3 QUARTER CREDITS
In this course, learners explore and apply the tools, techniques, and methods used to manage systems that produce the organization’s products. In particular, learners develop the ability to apply process design; quality, capacity, and inventory management; and strategic considerations to operations management. Learners also evaluate the decisions for which operations managers are held accountable; the methods used to make those decisions; and the effects of those decisions on an organization’s productivity, effectiveness, and efficiency.

MBA6024  Organizational Strategy  3 QUARTER CREDITS
In this course, learners integrate the theories, practices, and models of strategy with foundational global business knowledge. Learners examine the competitive local and global business environment, evaluate the core business functions of various organizations, and analyze the information that derives from those functions. Learners then synthesize this information into a comprehensive strategic review that is designed to enhance organizational decision making and leadership. Prerequisite(s): MBA6008 or MBA6180; MBA6014; MBA6016; MBA6018 or MBA6140. Prerequisites do not apply to Business Management and Management Consulting certificate learners. Cannot be fulfilled by transfer or prior learning assessment.

MBA6026  The Global Leader  3 QUARTER CREDITS
This course addresses the purpose, function, and responsibility of leaders in complex global business environments. Learners develop and demonstrate best practices for increasing self-awareness and establishing personal and professional ways to grow in a competitive, complex workplace. Learners also analyze future concerns and challenges related to global leadership.

MBA6028  Business Integration Skills  3 QUARTER CREDITS
Learners in this course synthesize the theories, practices, and models of foundational business disciplines by participating in a comprehensive business scenario experience. Learners identify, analyze, and apply principles of organizational strategy to a business situation using critical thinking, problem solving, competitive analysis, and the foundational skills learned in previous coursework. Learners gain and demonstrate knowledge of the ethical implications and communication issues inherent in making a variety of complex business decisions. MBA6028 and MBA6900 must be taken in sequence. Prerequisite(s): MBA6004 or MBA6010; MBA6006 or MBA6020; MBA6008; MBA6012; MBA6014; MBA6016; MBA6018 or MBA6140; MBA6022; MBA6024; MBA6026. Cannot be fulfilled by transfer or prior learning assessment.

Specialization Course Descriptions

MBA6112  Market Research  3 QUARTER CREDITS
This course addresses survey research techniques, research design, secondary/primary data collection, data analysis, and ethical implications of marketing research activities. Learners examine methods for gathering and analyzing data and learn how to apply techniques to contemporary marketing problems, market research projects, and effective decision making. Prerequisite(s): MBA6012; MBA6018 or MBA6140.

MBA6114  Consumer Behavior  3 QUARTER CREDITS
This course explores critical contemporary issues related to consumer buying behavior. Learners focus on the ever-changing consumer perceptions, influences, and motivation with an eye on developing successful marketing strategies in a global economy. They examine key trends of consumer behavior that are central to marketing planning and implementation, such as social media and emerging technologies. Finally, learners discuss the ethical implications of decisions related to consumer behavior and apply them to key aspects of marketing leadership. Prerequisite(s): MBA6012, MBA6112.
MBA6116  New Product Design and Development  3 QUARTER CREDITS
This course provides a framework for product planning, implementation, and evaluation and for new product introductions. The course addresses the new product development process from idea generation to commercialization. Learners are introduced to basic concepts and tools to help them understand this process from a managerial perspective. The course emphasizes the process as it relates to the manager in his or her role as a product manager. Prerequisite(s): MBA6012.

MBA6118  International Marketing  3 QUARTER CREDITS
This course addresses the marketing challenges related to selling products or services in foreign markets. Topics include the impact of cultural differences; variations in market structure; methods of distribution; and issues related to the adaptation of products, pricing, and communications strategy. Learners examine the ethical implications of decisions, identify and synthesize the forces that shape the global business/marketing environment, examine the unique challenges of marketing products and services internationally, and identify issues in a specific organization or industry. Prerequisite(s): MBA6012.

MBA6120  Sales and Customer Relationship Management  3 QUARTER CREDITS
This course focuses on the theory and practice of strategic selling, including the design of evidence-based, sustainable solutions for sales and marketing challenges. Learners identify opportunities for leadership and ways to incorporate technology in a competitive, global sales environment. As they design strategies for sales force development and customer relationship management, learners synthesize concepts and theories with life experiences. Finally, learners develop a personal sales and sales leadership philosophy associated with middle- or senior-level sales management positions.

Capstone Course Description

MBA6900  MBA Capstone  3 QUARTER CREDITS
In this course, learners integrate the foundational knowledge and skills gained during the MBA program in an application-based business project. Learners propose, plan, and implement a major project that allows them to demonstrate competencies in ethics, business strategy, marketing, communications, collaboration, and more. Their final projects allow learners to demonstrate their overall ability to identify and recommend evidence-based solutions to business challenges and opportunities. MBA6900 must be taken immediately following MBA6028. Prerequisite(s): All required and elective coursework. Cannot be fulfilled by transfer or prior learning assessment.
Recommended Course Sequence

This recommended course sequence assumes learners take one course per six-week session. Some learners elect to take fewer or more based on workload and the amount of time available for graduate study. On-time completion for this specialization is 10 active quarters.

<table>
<thead>
<tr>
<th>YEAR 1</th>
<th>COURSES</th>
</tr>
</thead>
</table>
| Q1 | MBA6004  Foundational Skills for Business Leaders  
Session 1  
Session 2  
MBA6006  Leading Innovation in the Global Organization  
| Q2 | MBA6008  Global Economic Environment  
Session 1  
Session 2  
MBA6012  Integrated Global Marketing  |
| Q3 | MBA6018  Data Analysis for Business Decisions  
Session 1  
Session 2  
Specialization course |
| Q4 | MBA6014  Financial Accounting  
Session 1  
Session 2  
Specialization course |

<table>
<thead>
<tr>
<th>YEAR 2</th>
<th>COURSES</th>
</tr>
</thead>
</table>
| Q5 | MBA6016  Finance and Value Creation  
Session 1  
Session 2  
Specialization course |
| Q6 | MBA6022  Strategic Operations Management  
Session 1  
Session 2  
Specialization course |
| Q7 | MBA6024  Organizational Strategy  
Session 1  
Session 2  
MBA6026  The Global Leader |
| Q8 | MBA6028  Business Integration Skills  
Session 1  
Session 2  
MBA6900  MBA Capstone |
Financial Aid

Capella University offers assistance to learners who qualify and would like to secure educational funding to help finance their academic program. A number of options are available, given the diverse needs and backgrounds of prospective learners. Options include:

- Federal Direct Stafford Loan Program
- Federal Direct PLUS Loan Program
- Non-federal loans through preferred lenders and financial institutions
- Capella scholarships
- External scholarships
- Veterans’ educational benefits and U.S. armed forces discounts
- Corporate and higher education alliances
- Employer tuition reimbursement

Regarding loan programs, interest rates for Stafford student loans are low compared to other types of consumer loans, and repayment can be deferred until after graduation. In compliance with federal and state laws, Capella University has established policies for all learners regarding satisfactory academic progress, which is necessary for financial aid eligibility.

TUITION/FEE

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition per credit</td>
<td>$780</td>
</tr>
<tr>
<td>Resource kit per quarter</td>
<td>$150</td>
</tr>
</tbody>
</table>

Digital course materials covered by the quarterly resource kit fee offer advantages such as immediate mobile access to books; fast, easy full-text search of materials; digital note-taking; and peer collaboration through note sharing.

There are many financial aid options available to help you offset tuition costs.

Contact an enrollment counselor at 1.888.CAPELLA (227.3552) to discuss your financial aid opportunities.
Academic Leadership

Rhonda Capron, EdD
Dean
Dr. Rhonda Capron is an accomplished leader with remarkable business acumen, extensive academic experience and professional relevance within the confluence of today’s transformative marketplace. She brings a unique blend of background and experience to Capella as a seasoned executive and higher education leader with more than 15 years of experience successfully leading strategic initiatives and operations within high-tech businesses. She also has 10 years in higher education, including extensive, hands-on experience teaching; faculty and staff leadership; academic programming; curriculum development; and strategic planning. Dr. Capron joined Capella in 2016. She was previously the academic dean of the School of Business at University of Phoenix. Prior to that position, she held a number of academic leadership roles at William Jessup University in Rocklin, California. In addition she has an extensive background in both the business sector and the military. Rhonda was vice president of support services and software as a service at Oracle Corporation, and she served as the deputy director for operations within the Departments of Army and Energy.

Cheryl Bann, PhD
Associate Dean
Dr. Cheryl Bann is the associate dean of business in Capella’s School of Business and Technology. She has worked with Capella since 2002, initially as adjunct faculty and then, beginning in 2004, as core faculty. Prior to joining Capella, Dr. Bann spent more than 30 years working in the corporate sector (at General Mills and Dain Bosworth), in government (at the Minnesota Trade Office), and in a private consulting practice. In addition, she possesses extensive international experience as a consultant on more than 45 USAID projects in 15 countries, as well as teaching experience at the bachelor’s, master’s, and doctoral levels. Dr. Bann’s educational background includes a BA in Physiology and a BS in Business from the University of Minnesota–Twin Cities, an MBA from the University of St. Thomas, and both an MS in Instructional Design for Online Learning and a PhD in Organization and Management with a specialization in Leadership from Capella University. In 2006, Dr. Bann was a recipient of Capella’s Harold Abel Distinguished Faculty award.

Laura Sankovich, PhD
Faculty Chair
Dr. Sankovich has been a Capella core faculty member since 2009, serving in a number of leadership roles, including undergraduate lead in Human Resource Management, chair of the Capella Course Quality Committee, faculty co-advisor to the learner chapter of SHRM, faculty coaching lead for the FlexPath Peer Coaching initiative, and a member of Capella’s President’s Council. Dr. Sankovich earned her MBA at Webster University and a PhD in Leadership Studies at Gonzaga University. Prior to entering academia, she held positions in human resource management and consulting. She also has the designation of Quality Matters Master Reviewer, as well as the PHR designation. Dr. Sankovich lives with her family in Coeur D’Alene, ID. She will have responsibility for Capella’s MBA, both Guided Path and FlexPath.
Move Forward with Capella University

WORKING SCHOLARS
Capella provides an online, flexible learning environment for working adults who are also determined scholars. That connection between academic and professional work infuses the entire Capella experience—from the faculty we recruit to the course projects you complete. The theories discussed in the courseroom are designed to develop working knowledge for everyday situations.

AN ACCREDITED UNIVERSITY
Our accreditation* is an assurance to students, employers, and the public that Capella University meets or exceeds established standards for quality of faculty, curriculum, and learner services. It is also an important factor in the ability to transfer credits among higher education institutions. Regional accreditation, the type held by Capella, is the most common type for major public, state, and private institutions in the United States.

VALUING YOUR KNOWLEDGE AND EXPERIENCE
Adults bring a wealth of experience and learning to their education. Capella courses are designed to bring out your perspectives just as you gain from others’ ideas. Your knowledge can also be worth time and money: An enrollment counselor can help you estimate how much of your prior learning may apply toward your Capella degree program.

Important Information about the educational debt, earnings, and completion rates of students who attended this program: http://capellaresults.com/assets/includes/gainfulemployment/cta/GE/GE15/masters/MBA_Marketing_gedt.html.