# BUSINESS ADMINISTRATION (MARKETING - MASTER'S)

There are two distinct master's programs in marketing, offered at the Warrington College of Business. Please read this information carefully to determine which one is suitable for you.

The first program is the specialized Master of Science (M.S.) in Business Administration with a concentration in Marketing. The Master of Science Marketing program is intended for students whose objective is to work in the field of marketing in a corporate, non-profit, or entrepreneurial setting. For additional information and to apply for this program, visit the program website: https://warrington.ufl.edu/master-of-science-in-marketing/

The second program is the Master of Art (M.A.) in Business Administration with a concentration in Marketing. This program is intended for students whose ultimate goal is to earn a Ph.D. in Marketing at another institution. This program does not train students for a marketing career in the industry. Students admitted to this program take classes at the Ph.D. level and can specialize in either consumer behavior or quantitative research (empirical or analytical). The Marketing Department only accepts M.A. students into this research-oriented program in special cases, based on applicant quality and faculty availability and fit. Applicants must show evidence of a strong interest in academic research in marketing. If you are interested in this program, please contact the Marketing Department PhD Coordinator in the first instance. Do not submit an online application to this program without first contacting the graduate coordinator. Contact information can be found here: https://warrington.ufl.edu/phd-in-business-administrationmarketing/

Combination Degrees: The College offers combination bachelor's/ master's degree options for students pursuing a Bachelor of Science Degree with a major in Marketing and a Master of Science degree with a major in Business Administration and a concentration in Marketing; a Master of Science (M.S.) with a major in Business Administration and a concentration in Marketing with a Bachelor of Arts in Business Administration (B.A.B.A.); a Master of Science (M.S.) with a major in Business Administration and a concentration in Marketing with a Bachelor of Science in Business Administration (B.S.B.A.) with a major in Finance; a Master of Science (M.S.) with a major in Business Administration and a concentration in Marketing with the Bachelor of Science in Business Administration (B.S.B.A.) with a major in Marketing; a Master of Science (M.S.) with a major in Business Administration and a concentration in Marketing with a Bachelor of Science in Business Administration (B.S.B.A.) with a major in Information Systems; and a Master of Science (M.S.) with a major in Business Administration and a concentration in Marketing with a Bachelor of Science in Business Administration (B.S.B.A.) with a major in Management.

#### **Degrees Offered**

### Master's Degrees Offered through the Department of Marketing with a Major in Business Administration

- · Master of Arts
  - · concentration in Marketing

- · Master of Science
  - · concentration in Marketing

Requirements for these degrees are given in the Graduate Degrees (http://gradcatalog.ufl.edu/graduate/degrees/) section of this catalog.

#### Courses

## **Marketing Departmental Courses**

MAR 5805 Problems and Methods in Marketing Management MAR 5806 Problems and Methods in Marketing 2 Management MAR 6105 Marketing Ethics 2 MAR 6157 International Marketing 3 MAR 6158 International Marketing 3 MAR 6237 The Art and Science of Pricing 3 MAR 6237 The Art and Science of Pricing 4 MAR 6335 Building and Managing Brand Equity 2 MAR 6335 Building and Managing Brand Equity 3 MAR 6456 Business to-Business Marketing 3 MAR 6457 Business to Business Marketing 3 MAR 6457 Business to Business Marketing 3 MAR 6459 Professional Selling 2 MAR 6508 Customer Analysis 3 MAR 6509 Customer Insights and Analysis 3 MAR 6590 Managerial and Consumer Decision Making 3 MAR 6591 Consumer and Managerial Decision Making 4 MAR 6646 Marketing Research for Managerial Decision 3 Making 4 MAR 6648 Marketing Research for Managerial Decision 4 Making 4 MAR 6669 Marketing Analytics Methods 2 MAR 6669 Marketing Analytics 1 2 MAR 6669 Marketing Analytics 1 2 MAR 6816 Advanced Marketing Management (MBA) 3 MAR 6818 Advanced Marketing Management (MBA) 3 MAR 6818 Advanced Marketing Management 3 MAR 6833 Product Development and Management 3 MAR 6839 Product Development and Management 3 MAR 6830 Individual Work 1-4 MAR 6831 Customer Relationship Management 3 MAR 6862 Customer Relationship Management 3 MAR 6861 Customer Relationship Management 3 MAR 6862 Customer Relationship Management 3 MAR 6863 Individual Work 1-4 MAR 6905 Individual Work 1-4 MAR 6910 Supervised Research 1-5 MAR 6940 Supervised Research 1-5 MAR 6957 International Studies in Marketing 1-4 MAR 6971 Research for Master's Thesis 1-15 MAR 7507 Perspectives on Consumer Behavior 3 MAR 7588 Consumer Information Processing and Decision Making 3 MAR 7626 Multivariate Statistical Methods in Marketing 3 MAR 7636 Research Methods in Marketing 3 MAR 7636 Research Methods in Marketing 3 MAR 7636 Research Methods in Marketing 3 MAR 7636 Marketing Decision Models 3 MAR 7671 Artificial Intelligence and Machine Learning 3 MAR 7990 Research for Doctoral Dissertation 1-15	Code	Title	Credits
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MAR 7979 Advanced Research 1-12	MAR 7925		
MAR 7980 Research for Doctoral Dissertation 1-15	MAR 7979		1-12
	MAR 7980	Research for Doctoral Dissertation	1-15

# **Warrington College of Business Courses**

Code	Title	Credits
BTE 7171	Preparing to Teach in Business	2
GEB 5212	Professional Writing in Business	1-3
GEB 5215	Professional Communication in Business	1-3
GEB 5929	Foundations Review	1-3
GEB 6229	Professional Communication for	2
	Accountants	
GEB 6365	International Business	3
GEB 6905	Individual Work	1-4
GEB 6930	Special Topics	1-3
GEB 6941	Internship	1-4
GEB 6957	International Studies in Business	1-4

#### **Student Learning Outcomes**

# Business Administration--Marketing (Master's degree)

SL01

Knowledge

Identify, describe, and explain the concepts, methods, and tools in marketing.

SL02

Skills

Apply relevant marketing principles to analyze strategic problems in marketing, and to construct, evaluate, and implement appropriate solutions.

SL03

Skills

Apply critical reasoning and analytical tools & methods to evaluate evidence in the service of marketing decision-making.

SL04

**Professional Behavior** 

Write business documents clearly, concisely, and analytically

SL05

**Professional Behavior** 

Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids