



MBA (ISP) Marketing Stream Sample Program Plan

The marketing stream provides you with an integrated managerial approach to marketing that helps you apply the theoretical principles of marketing to practical, real world problems.

Brock University
Graduate Programs Office

All graduates of the MBA (ISP) earn a Goodman MBA degree. In order to obtain a specialization in Marketing, you must take MBAB 5P61, MBAB 5P62 and one of MBAB 5P65 or MBAB 5P64.

August

One month Business English Program that focuses on:

Effective Communication Skills in English
Community and Cohort Activities
Development of Academic English Skills

Fall (Term 1)

MBAB 5P01
Accounting for Decision Making 1

MBAB 5P02
Quantitative Analysis

MBAB 5P03
Economic Environment of Business

MBAB 5P04
Organizational Behavior

MBAB 5P08
Financial Management

Winter (Term 2)

MBAB 5P05
Marketing Management

MBAB 5P06
Accounting for Decision Making II

MBAB 5P07
Operations Management

MBAB 5P09
Management Information Systems

MBAB 5P22
Global Business

Spring (Term 3)

MBAB 5P20
Applied Business Research

MBAB 5P25
Business Ethics

MBAB 5P23 Or MBAB 5P24
Entrepreneurship Business Law

+ 2 electives*

Fall (Term 4)

MBAB 5P21
Business Strategy

+ 4 electives*

* of the 6 required electives a minimum of 5 must be from the Marketing electives as outlined below

Required Marketing Electives:

MBAB 5P61 and MBAB 5P62
Marketing Strategy Marketing Research

Plus 1 of

MBAB 5P64 Or MBAB 5P65
Consumer Behaviour Business-to-Business Marketing

Any TWO of the following:

MBAB 5P60
Marketing of High-Technology Products and Innovations

MBAB 5P63
International Marketing

MBAB 5P66
Services Marketing

MBAB 5P67
Sales Management

MBAB 5P68
New Product Development

MBAB 5P69
Integrated Marketing Communications

MBAB 5P84
Internet and Social Media Marketing

MBAB 5P85
Marketing Analytics

Winter (Term 5): Optional Co-op Term