



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 and Skills Transition Program that focuses on:

Effective Business Communication

Development of Personal and Career Management Skills

Community and Cohort Activities

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

Entrepreneurship

Or

MBAB 5P24

Business Law

+ 2 electives

Fall (Term 4)

MBAB 5P21

Business Strategy

+ 4 electives

Required Marketing Electives:

MBAB 5P61

Marketing Strategy

MBAB 5P62

Marketing Research

MBAB 5P64

Consumer Behaviour

Or

MBAB 5P65

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

Winter: Optional Co-op Term