BUSINESS, MASTER OF SCIENCE (M.S.) WITH A CONCENTRATION IN GLOBAL MARKETING MANAGEMENT WITH CHRIST UNIVERSITY IN BANGALORE, INDIA

Program accreditation
Association to Advance Collegiate Schools of Business (http://www.aacsb.edu)

Program goal
The Master of Science in Business with a concentration in global marketing management offers students the opportunity to combine their studies in international marketing with contemporary issues in marketing management.

Student learning outcomes
1. Students will evaluate marketing programs.
2. Students will express the analytic, quantitative and ethical dimensions of business problems and proposed solutions in a clear and well-organized manner.

VCU Graduate Bulletin, VCU Graduate School and general academic policies and regulations for all graduate students in all graduate programs
The VCU Graduate Bulletin website documents the official admission and academic rules and regulations that govern graduate education for all graduate programs at the university. These policies are established by the graduate faculty of the university through their elected representatives to the University Graduate Council.

It is the responsibility of all graduate students, both on- and off-campus, to be familiar with the VCU Graduate Bulletin as well as the Graduate School website and academic regulations in individual school and department publications and on program websites. However, in all cases, the official policies and procedures of the University Graduate Council, as published on the VCU Graduate Bulletin and Graduate School websites, take precedence over individual program policies and guidelines.

Visit the academic regulations section for additional information on academic regulations for graduate students.

Degree candidacy requirements
A graduate student admitted to a program or concentration requiring a final research project, work of art, thesis or dissertation, must qualify for continuing master’s or doctoral status according to the degree candidacy requirements of the student’s graduate program. Admission to degree candidacy, if applicable, is a formal statement by the graduate student’s faculty regarding the student’s academic achievements and the student’s readiness to proceed to the final research phase of the degree program.

Graduate students and program directors should refer to the following degree candidacy policy as published in the VCU Graduate Bulletin for complete information and instructions.

Visit the academic regulations section for additional information on degree candidacy requirements.

Graduation requirements
As graduate students approach the end of their academic programs and the final semester of matriculation, they must make formal application to graduate. No degrees will be conferred until the application to graduate has been finalized.

Graduate students and program directors should refer to the following graduation requirements as published in the Graduate Bulletin for a complete list of instructions and a graduation checklist.

Visit the academic regulations section for additional information on graduation requirements.

Other information
School of Business policies and procedures for graduate master’s degree students are available on the school’s website at business.vcu.edu/graduate-studies/current-graduate-students (http://business.vcu.edu/graduate-studies/current-graduate-students).

Apply online at graduate.admissions.vcu.edu (http://www.graduate.admissions.vcu.edu).

Admission requirements

<table>
<thead>
<tr>
<th>Degree</th>
<th>Semester(s) of entry</th>
<th>Deadline dates:</th>
<th>Test requirements:</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.S.</td>
<td>Fall</td>
<td>Jul 1</td>
<td>GMAT or GRE</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Nov 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Summer</td>
<td>Mar 1</td>
<td></td>
</tr>
</tbody>
</table>

The VCU School of Business and Christ University in Bangalore, India have partnered to provide students with an opportunity to study at two universities and earn two degrees. Students who have already been admitted to the Christ University Master of Business Administration program are invited to apply to the VCU Master of Science in Business with a concentration in global marketing management. Students satisfy the master’s foundation course requirements during the first year while in the Christ University M.B.A. program and then complete the 10 required VCU courses needed for the Master of Science in Business with a concentration in global marketing management degree. These courses are taken primarily at the VCU Monroe Park Campus and are designed to be completed in one calendar year.

In addition to the general admission requirements of the VCU Graduate School (http://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements), applicants to the master’s program in business must submit an up-to-date resume.

Degree requirements
The concentration in global marketing management offers students the opportunity to concentrate their studies in two related areas: marketing management and global business management. Students select foundation, core and/or elective courses in accounting, economics, finance or management to complement marketing courses in the program. Students interested in preparing for the increasingly global
nature of business will be well-suited for this unique master's degree program. All degree candidates are strongly encouraged to participate in an intensive study program in a foreign language and/or a foreign study program.

In addition to the VCU Graduate School graduation requirements (http://bulletin.vcu.edu/academic-regs/grad/graduation-info), students must complete up to seven classes (zero to 21 credit hours) of foundation course work. At the time of application, all undergraduate and graduate transcripts will be reviewed to determine if the following courses may be waived. Waiver of a foundation course may be awarded when a student demonstrates equivalent knowledge, such as completing the required undergraduate equivalent course with a minimum grade of C.

## Curriculum requirements

Prerequisite and foundation courses are taken as part of the M.B.A. program at Christ University

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required marketing and strategy courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGMT 642</td>
<td>Business Policy and Strategy (to be taken in the last semester)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 656</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 657</td>
<td>International Market Planning Project</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 671</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 673</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>Marketing electives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select three of the following:</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>MKTG 672</td>
<td>Concepts in Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>MKTG 674</td>
<td>Service Quality Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 691</td>
<td>Topics in Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 693</td>
<td>Field Project in Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 697</td>
<td>Guided Study in Marketing</td>
<td></td>
</tr>
<tr>
<td>Non-marketing electives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select two of the following:</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>ACCT 606</td>
<td>Cases in Financial Management</td>
<td></td>
</tr>
<tr>
<td>FIRE 621</td>
<td>International Finance</td>
<td></td>
</tr>
<tr>
<td>FIRE 639</td>
<td>International Business Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 655</td>
<td>Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>MGMT 644</td>
<td>Statistical Analysis and Modeling</td>
<td></td>
</tr>
<tr>
<td>SCMA 632</td>
<td>Applied Multivariate Methods</td>
<td></td>
</tr>
<tr>
<td>SCMA 643</td>
<td>Developing and Implementing Forecasting Methods for Business</td>
<td></td>
</tr>
<tr>
<td>Total Hours</td>
<td>30</td>
<td></td>
</tr>
</tbody>
</table>

Other electives may be used subject to adviser approval.

## Total graduate credit hours required (minimum) 30

**Graduate program director**
Austen Gouldman  
Director, graduate programs  
Email: gouldmana@vcu.edu  
Phone: (804) 828-4622