BUSINESS, MASTER OF SCIENCE (M.S.) WITH A CONCENTRATION IN GLOBAL MARKETING MANAGEMENT WITH FUDAN UNIVERSITY [JOINT DEGREE]

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>May 1</td>
<td></td>
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</tbody>
</table>

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
Students enrolled in the VCU-Fudan University joint degree program take all required courses at Fudan University in Shanghai and an encouraged practicum course at VCU at the end of the program. The program will be jointly taught by faculty from both VCU and Fudan. The program requires a minimum of 30 credit hours and provides the option to complete a practicum for a total of 33 credits maximum. Upon completion of the requirements, students will receive a Master of Science in Business with a concentration in global marketing management from VCU.

The global marketing management concentration provides the opportunity to focus on conceptual and experiential dimensions of marketing management. Students interested in the increasingly global nature of business will be well-suited for this unique graduate degree program. Core courses provide a framework for understanding the role of marketing in diverse organizations. Electives add knowledge in areas of growing importance to the profession and provide the flexibility for students to consider emerging topics in the global marketing environment. Client projects and global applications prepare students for marketing careers. Study abroad is available and encouraged.

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 the following preparatory foundation course work taken at Fudan University.

**Preparatory foundation courses taken at Fudan University**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concepts and Issues in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Statistical Elements of Quantitative Management</td>
<td>3</td>
</tr>
<tr>
<td>Fundamentals of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>Financial Concepts of Management</td>
<td>3</td>
</tr>
<tr>
<td>Concepts of Economics</td>
<td>3</td>
</tr>
<tr>
<td>Two-course sequence in a foreign language at the undergraduate or graduate level (or demonstrated proficiency) or two approved cross-cultural courses taken at the undergraduate or graduate level</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td><strong>21</strong></td>
</tr>
</tbody>
</table>

**Curriculum requirements**

**Core courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<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>
</tbody>
</table>

**Marketing electives**

Select three of the following: 9

- MKTG 672 Concepts in Consumer Behavior
- MKTG 674 Service Quality Management
- MKTG 675 Digital Marketing
- MKTG 678 Marketing Analytics
- MKTG 691 Topics in Marketing

**Non-marketing electives**

Select two of the following: 6

- ECON 609 Advanced International Economics
- FIRE 621 Cases in Financial Management
- FIRE 639 International Finance
- INFO 658 Securing the Internet of Things
- MGMT 644 International Business Management
- MGMT 655 Entrepreneurship
- SCMA 632 Statistical Analysis and Modeling
- SCMA 643 Applied Multivariate Methods
- SCMA 669 Developing and Implementing Forecasting Methods for Business

**Total Hours**

| **Total graduate credit hours required (minimum)** | **30** |

**Total graduate credit hours required (minimum) 30**

**Graduate program director**

Austen Gouldman

**Director, graduate programs**

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