

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

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 demonstrate the ability to evaluate global marketing programs to identify strategic issues.
2. Students will present an international marketing plan proposal that they developed to a client.

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 (<http://business.vcu.edu/graduate-studies/current-graduate-students>) are available on the school's website.

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

Admission requirements

Degree:	Semester(s) of entry:	Deadline dates:	Test requirements:
M.S.	Fall	Jul 1	GMAT or GRE*
	Spring	Nov 1	
	Summer	Mar 1	

In addition to the general admission requirements of the VCU Graduate School (<http://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements>), applicants must submit an up-to-date resume.

*Test requirements may be waived for candidates with an undergraduate or graduate degree from an accredited U.S. institution with a minimum GPA of 3.25. Waiver request information can be found on the Graduate Studies in Business webpage (<https://business.vcu.edu/graduate-studies/how-to-apply>).

Degree requirements

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 six classes (zero to 18 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

Course	Title	Hours
Foundation courses		
0-18 credits; courses may be waived for demonstrated equivalence.		
ACCT 507	Fundamentals of Accounting	
ECON 500	Concepts in Economics	
FIRE 520	Financial Concepts of Management	
SCMA 524	Statistical Fundamentals for Business Management	
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		
Core courses		
MGMT 642	Business Policy and Strategy (to be taken in the last semester)	3
MKTG 656	International Marketing	3
MKTG 657	International Market Planning Project	3
MKTG 671	Marketing Management	3
MKTG 673	Marketing Research	3
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 679	Brand Strategy	
MKTG 691	Topics in Marketing	
MKTG 693	Field Project 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		30

The minimum total of graduate credit hours required for this degree is 48 (30 if all foundation courses are waived).

Graduate program director

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Additional contact

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Program website: business.vcu.edu/graduate-studies/ms-in-business-with-a-concentration-in-global-marketing-management (<http://business.vcu.edu/graduate-studies/ms-in-business-with-a-concentration-in-global-marketing-management>)