

BUSINESS ADMINISTRATION, MASTER OF (M.B.A.)/BUSINESS, MASTER OF SCIENCE (M.S.) WITH A CONCENTRATION IN MARKETING MANAGEMENT [DUAL DEGREE]

Advanced study in business administration and marketing management is available through a dual degree program sponsored by the School of Business.

The dual degree Master of Business Administration and Master of Science in Business with a concentration in marketing management program allows students to earn two degrees with a minimum of 63 graduate credits rather than the 75 graduate credits necessary if the two degrees were pursued separately. This efficiency lowers the overall cost of tuition while also reducing time to earning both degrees.

Prerequisite and/or foundation courses may effectively increase the number of credits needed to earn the degrees.

Program goals

The objectives of this dual degree program are to:

- Prepare individuals to be not just effective marketing professionals but also leaders and managers in today's organizations
- Develop interpersonal and professional skills critical to business, including communication and presentation skills, leadership and management, and situational awareness, among others
- Prepare individuals to not just identify strategic issues from evaluating marketing programs but also to develop solutions considering the implications to the firm overall
- Prepare individuals to better utilize and incorporate their knowledge of branding, analytics, consumers and the competitive environment in managerial decisions benefiting the firm

Among the many benefits offered by participation in the dual degree program are the following:

- Complementing the general management skills obtained in the M.B.A. with a solid specialization in marketing management
- Enhanced ability to effectively compete for managerial positions not just in marketing but across a wide spectrum of levels and areas in today's organizations
- Enhanced job prospects — particularly for candidates intending to switch careers or striving to move up within their organizations
- The ability to effectively complete both degrees within a shorter time frame with considerable time and tuition savings through the 12 shared credits

The diplomas for this dual degree program may be awarded sequentially or simultaneously. Students are not required to begin both programs in the same semester, but must be enrolled in both degrees for at least one semester prior to graduation from either program for credits to be shared across programs.

Student learning outcomes

See each degree program page for student learning outcomes.

Other information

Advising

A program manager will serve as an adviser and administrative liaison for students. The assigned program manager will assist in developing a plan of study to meet the curriculum requirements of both programs. A faculty adviser from the Department of Marketing will help students consider electives that will best serve their professional goals.

Admission requirements

Students must officially apply and be admitted to each degree program separately before the pursuit of the dual degree program may begin. It is not required to begin both programs in the same semester. View the application requirements for each program for additional details.

Degree requirements

Students must complete a minimum of 63 total credits to earn the Master of Business Administration and Master of Science in Business with a concentration in marketing management. Students without sufficient background in marketing may be required to first complete prerequisite course work.

A total of 12 credits may be counted toward both programs:

Course	Title	Hours
MKTG 657	Market Planning Project (core requirement for M.S.; satisfies M.B.A. elective)	3
MKTG 671	Marketing Management (core requirement for both degrees)	3
MKTG 672	Influencing Consumer Behavior (core requirement for M.S.; satisfies M.B.A. elective)	3
MKTG 675	Digital Marketing (core requirement for M.S.; satisfies M.B.A. elective)	3

The diplomas for this dual degree program may be awarded sequentially or simultaneously.

Curriculum requirements for the dual degree

Course	Title	Hours
M.B.A. requirements		
• Required courses		
ACCT 507	Fundamentals of Accounting	3
ACCT 608	Managerial Accounting Concepts	3
ECON 610	Managerial Economics	3
FIRE 520	Financial Concepts of Management	3
FIRE 623	Financial Management	3
INFO 661	Information Systems for Managers	3
INFO 664	Information Systems for Business Intelligence	3
MGMT 641	Leading People and Organizations	3
MGMT 642	Business Policy and Strategy	3
MKTG 671	Marketing Management (core requirement for both degrees)	3

SCMA 524	Statistical Fundamentals for Business Management	3
SCMA 675	Operations Management	3
• Electives		
Satisfied by MKTG 657, MKTG 672 and MKTG 675		
M.S. requirements		
• Required courses		
MKTG 657	Market Planning Project (satisfies M.B.A. elective)	3
MKTG 671	Marketing Management (core requirement for both degrees)	3
MKTG 672	Influencing Consumer Behavior (satisfies M.B.A. elective)	3
MKTG 675	Digital Marketing (satisfies M.B.A. elective)	3
MKTG 679	Brand Strategy	3
• Approved electives		
Select five from the following: ¹		
MGMT 642	Business Policy and Strategy	
MGMT 654	Negotiations	
MGMT 655	Entrepreneurship	
MGMT 657	Corporate Entrepreneurship	
MKTG 656	International Marketing	
MKTG 673	Marketing Research	
MKTG 674	Service Quality Management	
MKTG 678	Marketing Analytics	
MKTG 691	Topics in Marketing	
MKTG 693	Field Project in Marketing	
SCMA 602	Global Supply Chain Management	
Total Hours		63

The minimum number of graduate credit hours required for this dual degree is 63.

¹

Students may also chose up to two 500- or 600- level courses. These courses should be selected to supplement learning in an area of student interest, and they must be approved by the program adviser.

Sample plan of study

What follows is an example plan that meets the prescribed requirements. Students may work with their adviser to consider an individual enrollment plan that best meets their goals. Part-time enrollment and summer courses may be considered.

Year one

Fall semester		Hours
ACCT 507	Fundamentals of Accounting	3
FIRE 520	Financial Concepts of Management	3
INFO 664	Information Systems for Business Intelligence	3
SCMA 524	Statistical Fundamentals for Business Management	3
Term Hours:		12

Spring semester

ECON 610	Managerial Economics	3
INFO 661	Information Systems for Managers	3
MGMT 641	Leading People and Organizations	3
SCMA 675	Operations Management	3
Term Hours:		12

Year two

Fall semester

ACCT 608	Managerial Accounting Concepts	3
FIRE 623	Financial Management	3
MGMT 642	Business Policy and Strategy	3
MKTG 671	Marketing Management (core requirement for both degrees)	3
Term Hours:		12

Spring semester

MKTG 657	Market Planning Project (satisfies M.B.A. elective)	3
MKTG 672	Influencing Consumer Behavior (satisfies M.B.A. elective)	3
Approved marketing electives		6
Term Hours:		12

Year three

Fall semester

MKTG 675	Digital Marketing (satisfies M.B.A. elective)	3
MKTG 679	Brand Strategy	3
Approved marketing electives		6
Term Hours:		12

Spring semester

Approved marketing elective		3
Term Hours:		3
Total Hours:		63

The minimum number of graduate credit hours required for this dual degree is 63.

Contact

Austen Gouldman
gouldmana@vcu.edu
(804) 828-4622

Additional contact

Graduate Studies in Business
gsib@vcu.edu
(804) 828-4622

Program website: business.vcu.edu/academics/mba-options (<https://business.vcu.edu/academics/mba-options/>)