

MBA PROGRAMS

(Interamerican University of PR Metro Campus)

Students of the Business Administration Program must pass all specialization courses with a minimum grade of B.

Specialization in Marketing (M.B.A.)

Required Courses

BADM 6350 Strategic Marketing
BADM 697E Integration Seminar in Marketing

Three of the following courses:

BADM 6160 Marketing Research
BADM 6360 Marketing Communications
BADM 6370 Sales Forecasting and Analysis
BADM 6380 Consumer Behavior
BADM 6390 Global Marketing
BADM 6550 Seminar in Current Topics in Marketing

BADM 6160 MARKETING RESEARCH

Application of research methods to marketing problems. Emphasis on the decision, sampling and information analysis theory for the solution of problems. Prerequisite: BADM 5090.

BADM 6350 STRATEGIC MARKETING

Introduction to problems in the decision-making process at managerial levels within the different marketing strategies that develop during the planning period.

BADM 6360 MARKETING COMMUNICATION

Application of principles and concepts of communication in the managerial process. Analysis and solution of promotional problems arising in any organization. Emphasis on the five variables of the promotional program, their application and the implementation of marketing strategies. Prerequisite: BADM 5090.

BADM 6370 SALES FORECASTING AND ANALYSIS

Study of the economic and socio-psychological determinants of the demand for goods and service as a forecast of general business conditions, the demand for the product of an industry and the sales of a particular company. Use of the sales forecast in business planning and decision-making.

BADM 6380 CONSUMER BEHAVIOR

Evaluation of the personal and social factors that influence decision making in obtaining, consuming and purchase of products and services. Study of economic concepts and social sciences that help understand and forecast the behavior of the different types of consumers in the market. Prerequisite: BADM 5090.

BADM 6390 GLOBAL MARKETING

Analysis of the world-wide markets of comparative systems and the process of marketing across political boundaries. Both macro and micro approaches are used in dealing with the interaction between international marketing and the cultural, geographic, economic and political features of major world regions. Emphasis on Latin America.

BADM 6550 SEMINAR ON CURRENT MARKETING TOPICS

Analysis of general and specific current topics related to the marketing field. Study of managing situations and tendencies faced by marketing management, which impact short, medium, and long term strategies. Prerequisite: BADM 5090.

BADM 697E INTEGRATION SEMINAR IN MARKETING

Research on the decision making problems pertinent to the different marketing strategies. Application of marketing principles and concepts. Analysis of cases and situations of world-wide markets commercial conditions and marketing in different countries. Includes, in addition, the experimental design of surveys, experimental research, sampling, and analysis for the solution of marketing problems. Prerequisite: Have completed all specialization courses. Grade: P/NP.