



Our Mission... Your Future!

Master in Business Administration

Major in
Strategic Marketing



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PROGRAM DESCRIPTION

Florida Global University's M.B.A. is designed to explore critical business processes, develop real-life projects, collaborate with other students, and conduct in-depth studies of high-demand business. Courses are structured so that students learn by directly applying course content to real-life challenges they encounter in the workplace. Each course of study connects the academic to the practical, giving FGU's M.B.A. graduates the skills they can put to work immediately. The FGU M.B.A. is designed for working professionals from a wide range of backgrounds who wish to advance or enhance their business careers. In addition, students can choose a General Business, Finance, Professional Coaching, International Economic Relations Major, Tourism Management or Strategic Marketing.

GRADUATE PROFILE

El MBA en Marketing Estratégico busca que el estudiante desarrolle habilidades y competencias para integrar los conceptos fundamentales vinculados al sistema de pensamiento emergente en acción y gestión del Marketing, en el marco de una dirección estratégica con enfoque integrador en las organizaciones empresariales y de los diferentes procesos, técnicas y herramientas que pueden ser útiles para una conducción eficaz de los mismos, logrando la articulación pedagógica de fundamentos teóricos y casos prácticos dentro del espacio de aplicación de una gestión de Marketing.

UNDERGRADUTE ENTRY REQUIREMENT

• **Undergraduates:**

Applicants who completed a bachelor degree issued by a national or foreign higher-education institute.

• **Not completed studies:**

Graduate applicants who did not complete a master degree program and have official transcripts from studies issued by national or foreign higher-education institution who want to get credit transfer for recognition of prior learning from other universities.

ADMISSION REQUIREMENTS

- Bachelor degree issued by a national or a foreign higher-education institution.
- Official transcripts (only for applicants with prior uncompleted master degree studies who require academic credit transfer from other national or foreign higher-education institution).
- Valid identification (citizen ID or passport for foreign citizens).
- Proof of admission and registration fees payment.

IMPORTANT NOTES

- Official transcripts and degrees issued by foreign university education institutions must have the corresponding legal translation (this requirement has to be processed by the applicant).
- Official transcripts and degrees issued by foreign university education institutions must have the certification issued by a credential evaluation agency accredited in the United States for recognition of international education qualifications (this process is managed by FGU).



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fgu-edu.com | info@fgu-edu.com | +1 (800) 341-6744 | +1 (305) 722-3327



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COURSE PLAN

Master in Business Administration Major in: Strategic Marketing

AREA	CODE	COURSES LIST	PRE REQUISITE	BIMESTER	YEAR
CORE (8 Courses/ 24 CH)	CGS-500	Strategic Program Techniques		I	10 months of academic activity
	BUA-500	MBA Fundamentals		II	
	BUA-510	Leaderships in Management		III	
	BUA-520	Management Information Systems Development			
	BUA-540	Marketing Management		IV	
	BUA-550	Managerial Accounting			
	BUA-530	Operations Management		V	
	BUA-600	Global Operation Management			
MAJOR EDUCATIONAL MANAGEMENT (4 Courses/ 12 CH)	IEB-510	Introduction to the environment of business strategic management		VI	4 months of academic activity
	SMM-510	Strategic marketing management			
	MMS-520	Mix marketing and services management		VII	
	SEM-510	Strategic development of e-marketing			
The student will take 8 Core Course (24 CH) and 4 course corresponding to the major (12 CH) for a total of 36 CH. Each course has three (03) Credit Hours.					



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