

MKTG368**(3)**

Focuses on the role of promotion and communication in the marketing mix. Explores the nature and types of promotion, including advertising and point-of-purchase display, the steps in developing an advertising campaign, and measures of advertising effectiveness. Explores the management of the promotion and

MBA P a

With the appropriate business background, the MBA at Andrews University can be completed in three semesters. However, the MBA is also designed for students with any bachelor's degree. Students who enter the program without prior course work in business must take a two-year (5-semester) degree program, as prerequisites in the common body of knowledge are required to bring the student up to the minimum expectations of our graduate faculty. These prerequisite courses may be waived for students with appropriate undergraduate course work from an accredited institution. If the prerequisite courses are more than five years old or the grades earned are below C, students may be required to repeat these courses.

The prerequisite courses provide an introduction to the broad field of business administration. Such courses must be taken by the time the student has completed no more than 50% of his/her course work for the master's degree. The following courses constitute the prerequisites for the MBA degree: ACCT121, 122; BSAD341, 355, 475; ECON225, 226; FNCE317; INFS215; MKTG310; STAT285. Competency in computers is assumed.

The graduate courses, which approximate three semesters of work, are divided into two groups, required and elective; 21 credits are in courses required of all students, and 12 credits are in elective courses. These advanced courses emphasize the understanding of administrative processes in resolving problems faced by business executives. All advanced courses are offered only at the graduate level.

**A a f P a d MBA E e
P a**

The School of Business is a unit of Andrews University and is authorized by the State of Oregon to offer and confer the Master of Business Administration degree described in this bulletin, following a determination that State academic standards will be satisfied under OAR 583-030. Inquiries concerning the standards or school compliance may be directed to the Office of Degree Authorization, 1500 Valley River Drive, Suite 100, Eugene, Oregon 97401.

MBA Course Work—33

Core Requirements—24

These courses help the student view the business enterprise as an administrative system. A maximum of 6 credits in approved courses may be taken on

campus or in another school of the university.

English Language Proficiency Requirements. The School of Business does not permit students to register for graduate classes unless they have met the University requirements for Regular Admission Status for English proficiency (i.e. TOEFL=550(213) or MELAB=80). The School of Business also does not permit graduate students to register for prerequisite courses for the MBA or MSA programs unless they are at the Advanced Level in ELI.

Master of Science in Administration (MSA)

The Master of Science in Administration program is designed to prepare students for leadership in various industry-specific settings. The MSA degree is offered in church administration.

Church Administration Emphasis

The MSA degree in church administration is for students seeking management roles in church or church-related organizations. Offered jointly by the School of Business and the Theological Seminary, the program blends business management and church management.

to students who are already taking for the MSA degree in addition

Prerequisites

MSA Degree, Program 10.33
MSA core—9

School of Business Electives—6

Select two of the following:
ACCT635, BSAD530, 560, 670, FNCE680, MKTG540

MSA Seminary electives—18

Choose at least one course from each cluster.

- Cluster #1
CHMN527, 630, 638, 655
- Cluster #2
CHMN539, 606, 612, MSSN635
- Cluster #3
CHMN529, 545, THST615, 643
- Cluster #4
CHMN525, 535, 585, THST634
- Cluster #5
CHMN518, 570, COMM475, PREL460