

PROGRAM BROCHURE

MBA in Marketing

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MESSAGE FROM THE PRESIDENT

Dear Prospective Applicant,

Naaleh means "let us ascend." We believe education is the key to advancement and success in all areas of life. At Naaleh College our student's success and advancement is the main and only objective. We made it our mission to provide quality education through innovative technology, in an environment that supports Torah values and the fundamental beliefs of the frum community.

By offering affordable degree programs in an online format, we assist our students in the attainment of the skills and knowledge necessary to pursue a lucrative and enjoyable career. Our expert faculty and lecturers interact weekly with each student to make sure students understand the material. The combination of an affordable program in a convenient format with caring faculty helps make earning a college degree an attainable goal for our students.

All Naaleh College degree programs are accredited by the Distance Education Accrediting Commission (DEAC). The DEAC is listed by the US Department of Education as a recognized accrediting agency and is also recognized by the Council for Higher Education Accreditation (CHEA).

This document provides information about the MBA in Marketing.

If you wish to obtain detailed information or have specific questions, please contact Admissions at admissions@naalehcollege.edu or visit our website naalehcollege.edu

We look forward to welcoming you to our college and wish you all the best in your studies!

Rabbi Harold Reichman

President, Naaleh College

Our Mission:

Naaleh College is dedicated to providing affordable, accessible, universal education with the goal of professional employment and personal development. We are able to make education accessible by offering our courses online, via distance education. We believe that education is the key to personal growth and success, and that students should be imbued with professional skills together with moral development and education for values. The values we hope to impart to our students are G-d's instructions for humanity as expressed in His revelation of the Torah.

Why Naaleh College?

1. **Flexible Online Study:** You can keep studying in yeshiva or working while pursuing your degree. We make it possible for you to earn your degree without disrupting your daily schedule.
2. **Accredited Degree Programs:** All Naaleh College degree programs are accredited by the Distance Education Accrediting Commission (DEAC).
3. **Approved Curriculum:** We have full control over the curriculum and courses. All courses are taken with Naaleh College and no student will have to take courses at an outside college.
4. **Safe Content:** We work with Technology Awareness Group (TAG) and all programs can be completed with filtered internet.
5. **Affordable:** Naaleh College is more affordable than other online programs and multiple scholarship options are available.
6. **Supportive:** We are attentive to the needs of our students and provide individual guidance and support.
7. **Practical Skills:** The course material combines theory and practical knowledge, providing students with opportunities to apply their knowledge through scenarios and simulations, helping them to develop real-world skills and concrete understanding of business subjects.



At Naaleh College your success is our goal!

Who Will Benefit?

You'll most likely benefit from an MBA in Marketing if you are:



Persuasive and possess an entrepreneurial character:

You are inspiring and enthusiastic with strong interpersonal skills and willpower to transform dreams to reality.



Analytical and a strategic visionary:

You know how to work smart, analyze metrics, understand target markets, and strategize for success.



An aspiring Marketing Director, CMO, or Brand Manager:

Your dream is to land a top level job in marketing, sales, advertising, or digital media.



Master of Business Administration in Marketing

Program Description:

Naaleh College's fully online Master of Business Administration degree is a 36-credit program designed with the real-world in mind. The classroom combines theory and practical knowledge, providing the students the opportunity to apply the knowledge through scenarios and simulations. The degree prepares students to be leaders in the marketing profession. Students learn the intricacies of market research and data analysis. They hone their reasoning and decision-making skills while engaging in problem definition and problem solving. Students learn how to create comprehensive marketing strategies taking into account many different variables, in order to achieve the desired outcome. The degree includes courses in Finance, Management and Entrepreneurship to give the students the added breadth needed to be successful in business.

Added-Value:

Naaleh College's MBA seeks to provide students with as much hands-on experience as possible. Our courses often use case studies and scenarios to present a clear, real-world understanding of the business concepts.

- **Simulations:** The Naaleh College MBA program makes extensive use of simulations to test and apply the knowledge gained from the instruction. Application and practice make a significant difference in grasping the concepts.
- **Portfolio:** Over the course of the program, many courses require a paper during the semester or as a final. This paper or project, is added to a student's portfolio, helping to demonstrate the students ability to perform business tasks, to potential employers.
- **Industry Project:** The MBA program at Naaleh College concludes with a comprehensive industry project which involves students working with a real company, gaining valuable experience in marketing strategy, analysis and research. This gives graduating students both a degree and experience – just what employers are looking for.



Careers:

The MBA degree opens doors to many different opportunities. Often senior level positions require a graduate degree. Without an MBA, such upper level positions are unattainable. The MBA degree allows one to explore options across all industries. The skills gained over the course of an MBA degree include finance, management and marketing, which are all applicable to any business or operation, giving graduates versatility and a range of career paths.

The Naaleh College MBA focuses on marketing. MBA graduates from Naaleh College can present credentials for a career as marketing director within a firm, or as an independent marketing consultant. Graduates are qualified for a wide range of roles ranging from marketing positions in advertising agencies to digital marketing experts.

The MBA degree offers students a chance to develop skills that will expand their possibilities and enhance their careers.

Program Outcomes:

1. Apply principles of marketing to find solutions to marketing problems within a problem-solving environment.
2. Perform market research including structuring data in a computer-based analytical program, testing hypotheses and predicting future outcomes.
3. Assess qualitative research methods to evaluate strategies in order to implement successful marketing campaigns.
4. Create marketing strategies by identifying, categorizing, and measuring variables, inputs and outcomes.
5. Evaluate impact of fundamentals of consumer behavior on designing marketing tactics.
6. Appraise the activities and decisions of marketing professionals in light of ethical standards.
7. Identify social responsibility, civic and political issues, and global awareness as it relates to marketing.

Program Structure: 36 credit degree

Students must complete the business core, specialization courses and Capstone. In addition, they must choose one elective.

Course ID	Course Name	Credits
Foundation Courses		
Bus 301	Business Essentials I	4 (not included)
Bus 302	Business Essentials II	4 (not included)
Business Core		
MBA 501	Marketing Management	3
MBA 510	Financial Management	3
MBA 521	Organizational Behavior	3
SOC 501	Advanced Jewish Law and Business	3
Specialization Courses		
MBA 602	Market Research	3
MBA 612	Consumer Behavior	3
MBA 621	Strategic Marketing	3
MBA 630	Marketing Analysis	3
MBA 632	Digital Marketing	3
Electives (Choose 1)		
MBA 650	Entrepreneurship	3
MBA 660	Sales	3
Capstone Course		
MBA 640	Industry Project	6
Total		36

Admission Requirements:

To join the MBA program, applicants must submit:

- a. Official transcript demonstrating completion of an undergraduate degree
- b. Resume demonstrating at least one year of work experience
- c. Online application
- d. Photo ID
- e. 500-word personal statement on why one wishes to join the MBA program
- f. Official transcripts documenting completion of the following courses or their equivalent:
 1. Fundamentals of Accounting
 2. Introduction to Finance
 3. Introduction to Management
 4. Microeconomics
 5. Macroeconomics
 6. Introduction to Marketing

No entrance exam is required.

Applicants who are non-native English speakers and did not study at an English-language high school or college, must complete an English proficiency exam. An applicant who is unable to provide proof of English proficiency must successfully complete Naaleh College's English course before joining the MBA courses.

Students enrolled in the undergraduate Naaleh program may take up to 6 credits in the MBA program as undergraduate students, provided they completed the business foundation courses.

All documentation should be sent to the Admissions Office at admissions@naalehcollege.edu. The official transcripts should be mailed to:

Naaleh College
16375 NE 18th Avenue Suite 304
North Miami Beach, F 33162

Transfer Credit:

Naaleh College will transfer up to 50% of credits needed towards your degree. This means that students can transfer 18 credits to the Naaleh College MBA, from an approved institution with equivalent course offerings

Tuition:

\$400 per credit

Scholarship:

Financial Aid scholarship is available for up to 25% reduction in tuition based on one's tax returns.

Course sequence and Capstone Requirement:

As marketing skills build on each other, Naaleh College recommends completing the MBA program through a sequence of courses. The following is the preferred sequence of courses which will help students maximize their achievement.

- a. MBA 501 Marketing Management
- b. MBA 602 Marketing Research
- c. MBA 612 Consumer Behavior
- d. MBA 630 Marketing Analysis
- e. MBA 621 Strategic Marketing
- f. MBA 640 Industry Project

Proctored Exams:

Throughout the program students will be required to take proctored exams. Courses requiring proctored exams include:

1. MBA 510 Financial Management
2. MBA 612 Consumer Behavior
3. MBA 631 Marketing Analysis
4. MBA 650 Entrepreneurship



MBA Course Descriptions:

General Core

MBA 501: Marketing Management

This course provides the basis for all further marketing courses, providing a strong foundation for many areas in marketing. Students will face multi-objectives in marketing. They will learn to develop marketing strategies and plans, build strong brands and create value.

MBA 510 Financial Management

In this course students will study the theories of value, risk and return, investment decisions, financing decisions, dividend policy and capital structure. Students will learn how to analyze financial statements and become familiar with the financial component of a business.

MBA 521 Organizational Behavior

The corporate environment consists of interactions between people. A successful organization or company is one in which its people work together in an organized, efficient and effective way to produce the strongest results. In this course students learn how to analyze people and situations to help improve and organize the workflow. Students study attitudes, values, personalities and other components that affect performance.

SOC 501 Advanced Jewish Business Laws and Ethics

This course presents issues of integrity in business based on practical examples of Jewish law for a moral and upright society. The course presents modern issues in business ethics with examples of contemporary Rabbinic court cases for thought-provoking and engaging discussions. Classes use case studies and various sources to help students understand the underlying principles and thought processes behind business law.

Content has been selected to assist students in developing solid ethical and legal decisions. A study of these laws and their logical underpinnings will enable students to develop a moral compass and ethical behavior.

Marketing Core

MBA 602 Marketing Research

Marketing Research can be described as one of the most exciting and fascinating aspects of the Marketing field. This course presents basic principles of marketing in a statistical setting with cases and applications. Real world scenarios bring to life the role marketing research plays in a company's path to success. The entire process of Marketing Research is discussed from initial research and design, to data collection and analysis.

MBA 612 Consumer Behavior

Consumer behavior explains the different components that are involved in the consumer's decision making process. Psychology, sociology, and behavioral topics are explored to create a comprehensive understanding of consumer behavior. Some of the relevant topics covered include attitudes, gender and social class in impacting consumer choices.

MBA 621 Strategic Marketing

In Strategic Marketing, students are introduced to dynamic strategic considerations of product/market scope, value proposition, asset, competencies, and functional area strategies. Students learn how to perform competitor analysis, market environment analysis and customer analysis. The course will include global strategies and customer relations.

MBA 631 Marketing Analysis with SPSS:

In today's environment, quantitative analysis is a prerequisite for effective decision making in Marketing. Different strategies are evaluated by assessing their impact on sales, market position of the firm and introduction of new products. A "hands-on" approach for this type of analysis is the best way for a student to comprehend and utilize these necessary analytical skills. In this course, students will become experts in SPSS.

MBA 632 Digital Marketing

The rapid development of the digital arena with the proliferation of massive online stores, has provided consumers with a wide selection of products, services and prices from different suppliers. Social media has developed into a strong and relatively affordable marketing channel for business. Digital marketing offers businesses opportunities to expand into new markets, offer new services, and reach populations otherwise closed to them. It is essential that marketing professionals utilize the digital marketing space to promote and sell their products. This course covers the various strategies, campaigns, analysis methods and essential technology for becoming a successful digital marketer.

Electives:

MBA 650: Entrepreneurship

One of the most exciting, yet intimidating, aspects of the business world is the opportunity to open up your very own business. Opening a new venture possesses many risks as well as opportunities. This course teaches students how to begin a new venture. From planning, to finding funding, to managing potential growth, students come away with the skills essential to being a successful entrepreneur.

MBA 660: Sales

Sales drive any business and are necessary for its stability and growth. All aspects of a business are important, but without the ability to sell the product, the rest of the departments would quickly disappear. This course provides the students with clear strategies and skills for modern selling. Developing a relationship, negotiations, strategies needed and closing a sale are all included in this course.

Capstone:

MBA 640: Capstone Project

This course is a year long project which combines all the marketing skills obtained throughout the degree. Students will pair up in teams to research and analyze a real company. They will then determine an issue that the company faces within the marketing arena and present three solutions. These solutions will be supported by the research and analysis.

Foundation Courses:

BUS 301: Business Essentials I

Before their start in business courses, students need an understanding in economics. A behavioral science, economics analyzes how people behave in the economic environment. In this course we will examine the behavior of consumers and how they make decisions, as well as how businesses make decisions.

BUS 302: Business Essentials II

This essential introductory business course is designed to provide foundations of the principles of business. The course has something for everyone, from those who are veterans of the business world to those who are just getting started in business. As the course unfolds, students develop an understanding of the foundations of business and will be able to apply what they already know about business to many aspects of the course.

Contacts:

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