PROGRAM SYLLABUS & LEARNING PATHWAY

Marketing Management

Marketing & Human Capital Management · School of Business, Executive Strategy & Consulting · Catalog year 2026–2027 · Planned program

1. Program overview

Preparing leaders in management, strategy, and entrepreneurship for the modern organization. This program is planned for delivery in NBU's hybrid model, which integrates asynchronous online instruction, synchronous virtual engagement and selected in-person academic activity.

2. Credential ladder and requirements

Credential	Planned duration	Credits	Planned tuition
Professional Certificate	3–6 months	Program-specific	$100 per credit-equivalent where applicable
Diploma	1 academic year	60	$100/credit, about $6,000
Bachelor of Business Administration (BBA)	3 academic years (accelerated hybrid)	120	$100/credit, about $12,000
Master of Business Administration (MBA)	2 academic years	60	$300/credit, about $18,000

- **Professional Certificate:** focused competency-based coursework in one skill area; no general-education requirement; 3–6 months.
- **Diploma:** applied major coursework with a career-readiness capstone project; 1 academic year; 60 credits.
- **Bachelor of Business Administration (BBA):** general-education foundation, major core coursework, concentration electives and a senior capstone or applied project; 120 credits; 3 academic years under the accelerated hybrid model.
- **Master of Business Administration (MBA):** advanced major coursework, a concentration sequence, and a thesis, applied research project or comprehensive examination; 60 credits; 2 academic years.

Stackable pathway: Professional Certificate may apply toward a related Diploma; Diploma toward the related Bachelor's; a Bachelor's is a prerequisite for the related Master's. Actual credit application is decided case by case under NBU's academic-progression policy.

3. Concentrations

Brand Management. A focus track within Marketing Management.

Digital Marketing. A focus track within Marketing Management.

Sales Management. A focus track within Marketing Management.

4. Learning outcomes by planned certificate

Certificate	Learning outcome	Academic pathway
Digital Marketing Fundamentals	Plan a basic digital marketing campaign	Marketing Management Diploma
Sales Management Essentials	Apply core sales-pipeline techniques	Marketing Management Diploma

5. Learning model and applied learning

- Hybrid delivery: online instruction, live virtual sessions and selected in-person activity in Washington, DC.

- Mentored practical internship planned from the first year, with a mentor working in the student's field (see the Internships page).
- Culminating work: capstone or applied project at the diploma and bachelor's levels; thesis, applied research project or comprehensive examination at the master's level.

6. Course-level syllabi

Course codes, instructors, weekly schedules, readings, assessments and grading are issued by faculty in each course syllabus before the course begins, and are published on the program page as they are approved. Course syllabi follow NBU's academic policies in the 2026–2027 catalog.

7. Policies and support

Academic policies, grading, attendance, academic integrity, accessibility accommodations and student services are described in the NBU Academic Catalog 2026–2027 (downloads page). Accessibility requests: accessibility@nationbuilderuniversity.com. Admissions: admissions@nationbuilderuniversity.com.

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