**Questions**

Author

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Course

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Due Date

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An MBA program targeting working adults requires a sophisticated strategy that takes into account their particular circumstances. As a person in charge of marketing for an MBA program at a university, it would be advisable to employ techniques designed to appeal to this group of people. Since working individuals have hectic schedules, marketing initiatives must center on flexibility. An ease to manage work, personal, and academic obligations would be emphasized by highlighting the program’s part-time, evening, weekend, or online choices. The goal should be to demonstrate how the curriculum can be tailored to each individual's lifestyle, making the pursuit of an MBA both attractive and possible.

Additionally, the curriculum’s practical application should be highlighted in the marketing materials. It must be echoed that courses on innovation, entrepreneurship, strategic management, and leadership are directly related to business difficulties encountered in the actual world. Strong testimonials highlighting the program’s concrete advantages would be provided by alumni testimonies and success stories of how they used their MBAs to further their careers. Throughout the application and enrollment process, specific services must be provided in recognition of the value of one-on-one assistance. Moreover, offering working professionals access to career counseling, academic guidance, and networking opportunities can demonstrate a dedication to their success after graduation.

Regarding the moral issues raised by celebrity endorsements, it is critical to negotiate this area with honesty and decency. For example, genuineness is crucial since customers may lose faith in a product if a celebrity endorsement seems to be acting dishonestly. Furthermore, it is important to carefully consider the possible effects on audiences that are more susceptible, including children and teenagers (Bergkvist & Zhou, 2016). Promoting goods at odds with healthy ideals or lifestyles can reinforce negative social norms. The role of transparency cannot be understated. To preserve consumer confidence and respect ethical norms, companies are required to reveal any material or financial connections between the promoted product and the celebrity.

In conclusion, an MBA marketing framework must be integrated as this inspires confidence among the target audience. Moreover, marketing tactics need to prioritize ethical issues, whether they are aimed at working adults seeking an MBA or considering celebrity endorsements. Transparency, genuineness, and alignment with customer values are prioritized to build real connections and promote brand trust.

**References**

Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: a literature review and research agenda. *International journal of advertising*, *35*(4), 642-663.