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# Master of Business Administration – Marketing Specialization Online

From traditional marketing analysis tools to trends in the age of social media, gain a foundation for growth and career advancement in marketing.

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## Program Overview

Take a closer look at our Marketing MBA Online

Total Tuition:

**\$31,020\***

Program Duration:

**As few as 14-16 months**

Credit Hours:

**33**

In the Master of Business Administration – Marketing Specialization online program from La Salle University, students can deepen their knowledge in strategy, consumer behavior and more. This marketing MBA program prepares students for leadership roles in marketing through a deeper understanding of strategic marketing intelligence, current analytical tools and techniques, and the application of the latest methods of influencing consumer behavior.

Theoretical knowledge interacts with practical experience and shared ideas in the curriculum, providing an experience with real-world applications. The MBA faculty at La Salle will leverage the latest teaching and learning technologies to challenge students to maximize their opportunities for success. Plus, the program's online format offers flexibility and convenience to accommodate working professionals' busy lifestyles.

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integrating business disciplines to achieve strategic objectives

- Gain an in-depth understanding of how cultural, economic and political factors shape the management of global business

[Graduates of the online MBA – Marketing will: +](#)

## Explore marketing management roles in various industries, including:

- Business
- Health care
- Retail
- Information technology
- Athletics

[Explore marketing management roles in various industries, including: +](#)

## Accreditation:



The La Salle University School of Business is accredited by AACSB International (AACSB). Less than 6 percent of the world's schools offering business degree programs hold AACSB business accreditation.

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Program

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## Tuition

### Choosing our online program is budget-friendly

Our MBA – Marketing online program offers affordable, pay-by-the-course tuition which is the same for in-state and out-of-state students. All program and course fees are included in the total tuition cost.

### Tuition breakdown:

Total Tuition:

**\$31,020\***

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## Tuition breakdown:

Total Tuition:

**\$31,020\***

Per Credit  
Hour:

**\$940**

## Calendar

View the upcoming dates and deadlines for our students

La Salle University online programs are delivered in an accelerated format ideal for working professionals, conveniently featuring multiple start dates each year.

## Now enrolling:

Next Apply Date:

**3/4/24**

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Have questions or need more information about our online programs?

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Ready to take the rewarding path toward earning your degree online?

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## Admissions

### Check the qualifications for the La Salle online Marketing MBA

Applicants for the MBA – Marketing online program are evaluated on a holistic basis. The Admissions Committee takes into account interest, aptitude and potential for achievement in graduate studies. The requirements include:

### Admission Requirements:

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[View all admission requirements +](#)

# Courses

See the plan for our accredited online master’s degree program

For the MBA – Marketing online, the curriculum is comprised of a maximum of 14 courses (39 credit hours)—depending on prior academic and professional experience—including three foundation courses, four core courses, three marketing specialization courses, four executive perspectives courses, and the integrative capstone course.

[Expand All +](#)

Foundation Courses +

Core Courses +

Specialization Courses +



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# #26

La Salle University  
is ranked #26  
among the “Best  
Regional  
Universities North”  
by U.S. News &  
World Report  
(2021).

## Request More Information

Submit this form, and an Enrollment Specialist will contact you to answer your questions.

\*All fields required.

## Begin Application Process

Start your application today!

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Or call 844-466-5587  
844-466-5587

for help with any questions you may have.

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