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# Program Overview

Learn more about our MBA in Marketing program

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Total Tuition:

**\$16,005**

Program Duration:

**As few as 12 months**

Credit Hours:

**33**

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Become the marketing guru your organization needs by enhancing your fundamental business knowledge with brand development strategies and analytics methods in the Master of Business Administration – Marketing

**833-994-0043**

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course focuses on applying your MBA learnings in order to develop strategic solutions to management challenges in any organization.

## As a graduate of this program, you will:

- Explore key marketing strategies related to communicating product or service value
- Learn to apply advanced analytics tools available to address the increasingly complex challenges facing today's marketers
- Develop an essential understanding of common marketing models and the most up-to-date research methods

[As a graduate of this program, you will:](#) +

## This program prepares you for marketing roles such as:

- Chief Marketing Officer
- Brand Manager
- Marketing Director

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The Dixie L. Leavitt School of Business is accredited by The Association to Advance Collegiate Schools of Business (AACSB International).

## Programs also available:

The School of Business offers multiple specialized MBA online areas of emphasis. View all of our areas of emphasis [here](#).

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## Accreditation



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## Tuition Breakdown

Per Credit Hour:

**\$485**

Total Tuition:

**\$16,005\***

[View additional tuition information +](#)

*\*Tuition price reflects 33-credit-hour program. Students who do not have a business undergraduate degree from an AACSB-accredited business school must take an additional 3 credit-hour Foundations course in their first term. Students can be fully admitted to the MBA program prior to taking the Foundations course.*

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## Tuition Breakdown

Per Credit Hour:

**\$485**

Total Tuition:

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## Calendar

### View our application deadlines and class schedules

Designed for working professionals, SUU online programs conveniently feature 7-week courses and multiple start dates each year.

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## Now Enrolling

Next Apply Date:

**2/26/24**

Next Class Start Date:

**3/4/24**

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[View full calendar](#) +

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## Now Enrolling

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# Admissions

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# Admission Requirements

**Bachelor's degree  
from an accredited  
institution**

**2.5 GPA**

**NO GMAT Required**

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[View all admission requirements +](#)

## Courses

For the MBA – Marketing Emphasis online, you must complete 24 credit hours of core courses, including a capstone strategy course, and 9 credit hours of emphasis courses. Students may be required to take a 3 credit hour business foundations course based on a holistic review of the application and supporting documents with special consideration of undergraduate major, GPA and relevant work experience. Students will be notified of their course sequence at the time of admission.



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## Still undecided?

Check out our other [MBA online degree programs](#).



### Top 100

The SUU MBA is ranked among the Top 100  
"Best Online MBA Programs" in the country by  
U.S. News & World Report (2019)

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representative will contact you to  
answer your questions.

\*All fields required.

Program of Interest* MBA – Marketing ▼	Email*	
First Name*	Phone*	ZIP Code*
Last Name*	How did you hear about us?	

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Or call **833-994-0043** 833-994-0043

for help with any questions you may have.

Or call **833-994-0043**

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