



MBA in Marketing

Earn your MBA in Marketing!

What Is an MBA with a Marketing Concentration?

Choosing an MBA program with a concentration in marketing gives you unique insight into management and marketing.

If you're searching for an accredited online or in-person MBA, NJIT offers several different flexible options for furthering your education.

Finding an affordable online or in-person MBA shouldn't be difficult, and it should fit around your schedule. If you're going to go back to school, you should go back to study for a profession you'll enjoy. Our online graduate MBA program offers different concentrations so that you can learn new and marketable skill sets while you're studying for your MBA. The marketing concentration will go well beyond teaching you the basic principles of marketing. It will prepare you for a managerial or professional career where you will use the new skills you've just acquired. New online MBA programs such as ours are structured in such a way so that you're prepared for new and emerging technologies.

Who Is a Marketing Concentration?

Any of our online and in-person MBA AACSB degrees are for those who possess undergraduate degrees who would like to improve their current careers or take their professions a step further. However, many of our students who opt for graduate school MBA online with a marketing concentration have undergraduate degrees in economics,

business, English, or finance. Because the future of marketing relies on digital knowledge, many students have backgrounds in IT and computer science.

What Will I Learn with a Marketing Concentration?

When you attend business school online at NJIT and choose the marketing concentration in our online business school MBA program, you will go well beyond marketing fundamentals. Some topics include how to build and retain a customer base, how products are developed, technology and marketing strategies, and how companies successfully interact with customers.

Where Can a Marketing Concentration Take Me?

An online or in-person university MBA program with a marketing concentration can help a world of digital technology. Career paths include project management in marketing and advertising, as well as C-level executive positions within companies. Other options may consist of research and development, purchasing and procurement, and managerial and lead positions within these career paths.

The MBA+ difference.

All students in our MBA programs can also earn a **graduate certificate in their selected concentration**. This will allow students to earn their MBA, but also an extra credential to help you stand out in the marketplace.

Looking for more information? Fill out the form to learn more about our programs.

Email Address *

First Name *

Last Name *

Phone

* denotes required field