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Gain a thorough understanding of analytics-based marketing strategies to achieve real-time success in a rapidly changing, omnichannel business environment.

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3/11/24

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Home / Programs / Master of Business Administration with a Concentration in Marketing

# Program Overview

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## EXPLORE BGSU ONLINE Online MBA Programs + Getting Started +

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This AACSB-accredited program teaches real-world strategies in MBA marketing courses taught by faculty who lead cutting-edge research. This innovative master's in marketing program includes certifications in Google Ads and Google Analytics and enables you to earn a prestigious BGSU MBA degree in a convenient online format with the flexibility to accommodate the schedules of working professionals.

**Have questions or need more information  
about online programs?**

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The Allen W. and Carol M. Schmidthorst College of Business holds dual accreditation in business and accounting from The Association to Advance Collegiate Schools of Business (AACSB International). Dual accreditation is achieved by less than 2 percent of business schools worldwide.

## Graduates of this Online MBA program will be able to:

- Understand basic concepts and theories of consumer behavior, including real-world marketing problems and challenges
- Apply theories and tactics of digital marketing strategies from a managerial

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- Corporate Communications Head
- Corporate Sales
- Digital Marketing Manager
- Product Manager
- Marketing Manager

**Career Opportunities After a Marketing MBA:+**

**Graduates of this Online MBA program will be able to:**

- Understand basic concepts and theories of consumer behavior, including real-world marketing problems and challenges
- Apply theories and tactics of digital marketing strategies from a managerial perspective
- Collect and interpret customer data to facilitate marketing decision-making
- Understand the fundamentals of strategic brand management
- Utilize information analysis to make effective business decisions

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- [Marketing Manager](#)

**Career Opportunities After a Marketing MBA:+**

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## Also available:

BGSU offers a variety of specialized MBA concentrations. Check out all of our [online MBA programs](#).

## Tuition

### Benefit from our budget-friendly tuition at BGSU

The Online MBA program offers affordable, pay-by-the-course tuition. All fees are included in the total tuition. Tuition and fees are subject to change. Books are sold separately.

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**Save these important dates and deadlines**

BGSU online programs are delivered in an accelerated format ideal for working professionals, conveniently featuring multiple start dates each year. Get started today!

**2/26/24**

Next Application Deadline

**3/11/24**

Start Classes

[View full calendar](#) [+](#)

**Ready to take the next step toward earning  
your online degree from BGSU?**

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## Admissions

**Get ready to apply for your Online MBA in marketing**

At BGSU, we've streamlined the admissions process to help you get started quickly and easily. Please read the requirements for the Online MBA, including what additional materials you need.

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BGSU is ranked first among public universities in Ohio for boosting former students’ earnings 10 years after college by The Economist magazine.

Courses

Preview courses from the MBA in marketing online program

For the Online MBA with a Concentration in Marketing, you must complete 15 credit hours of core courses, 12 credit hours of electives, and a capstone course. If you do not hold an undergraduate degree in business, then you must take an additional 9 hours of corequisite foundation courses [these can be taken concurrently with MBA core courses].

Expand All +

Foundation Courses [9 credit hours]	+
Core Courses [15 credit hours]	+
Elective Courses [12 credit hours]	+
Capstone Course [3 credit hours]	+



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## Need More Information?

Submit the form below, and a representative will contact you to answer your questions.

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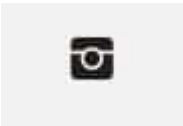
message utilizing automated technology or a pre-recorded message at the telephone number(s) provided above. I understand this consent is not a condition to attend BGSU or to purchase any other goods or services.

# Ready to Begin?

Start your application today!

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University | Bowling Green, Ohio 43403-0001 | 888-269-6859 888-  
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