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MASTER OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING ONLINE

Specialized marketing electives encourage you to think critically and conceptually to build and maintain successful, relevant brands. As you learn to manage your organization's story and image, you will also build the acumen employers seek in a broad range of industries.

Next Apply Date:

5/14/24

Next Class Start Date:

5/28/24

**Next Apply
Date:**

5/14/24

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PROGRAM OVERVIEW

Get to know our 100% online marketing MBA degree

The 100% online MBA – Marketing program at A-State is ideal whether you have experience in marketing or aspire to begin an exciting career in this high-growth field. You will graduate with strengths in planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create impactful campaigns, brands and promotions.

As a graduate of this AACSB-accredited MBA online marketing degree program, you will expand your ability to identify and engage consumers through evaluating buyer behavior and utilizing innovative technologies, as well as your decision-making capabilities as a manager and leader. Specialized marketing electives encourage you to think critically and conceptually to build and maintain successful, relevant brands. Choose high-demand areas to hone skills that meet your career goals.

As you learn to manage an organization’s story and image, you will also gain the leadership abilities employers seek through core business curriculum that emphasizes ethical leadership, international business, enterprising technology, decision-making methods and social responsibility. MBA courses level-up your skills in accounting, managerial economics and project management.

In this 100% online MBA program, you will learn how to:

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- Develop a broad understanding of a business to better facilitate communication and decision-making within any organization
- Utilize tools and knowledge to facilitate change within an organization and adapt to dynamic business environments

[In this 100% online MBA program, you will learn how to: +](#)

As a graduate of this MBA program, you will be prepared for advancement into roles such as:

- Marketing Manager
- Product Manager
- Market Research Director
- Advertising Manager
- E-Commerce Director

[As a graduate of this MBA program, you will be prepared for advancement into roles such as: +](#)

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Also available:

A-State offers a variety of MBA programs in a convenient online format. Explore our full range of [online MBA programs](#).

Total Tuition:

\$16,962

Program Duration:

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Accreditation



AACSB
ACCREDITED

The Neil Griffin College of Business at Arkansas State University is an accredited member of AACSB International, which represents the highest standard of achievement for business schools worldwide.

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Need More Information?

Call 866-621-8096

Call **866-621-8096**

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TUITION

Pay for your online MBA degree by the course



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Total Tuition:

\$16,962

CALENDAR

Keep these important deadlines in mind

Ideal for working professionals, Arkansas State online programs are delivered in an accelerated format with multiple start dates each year.

Please note Summer 1 and Summer 2 terms are 5 weeks in duration for this program.

[View full calendar](#) +

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Have questions or need more information about A-State online programs?

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Ready to take the next step toward earning your degree online from A-State?

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ADMISSIONS

Get set to apply. Here's what you'll need to submit.

A-State Online offers a streamlined admission process to help you get started quickly and easily. To be admitted to the MBA online program, you must have a bachelor's degree from an accredited institution.

Admission Requirements:

- Online application
- Bachelor's degree
- Cumulative GPA 2.5

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[View all admission requirements](#) +

NATIONALLY RECOGNIZED ONLINE

A-State is ranked among the "Best Online MBA Programs" by **U.S. News**



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To graduate from the Master of Business Administration with a Concentration in Marketing online program, you must complete a total of 33 credit hours. Required coursework includes eight core courses (for a total of 24 credit hours), two marketing required courses (for a total of six credit hours), and one business elective (for a total of three credit hours).

[Expand All](#) +

Core	+
Concentration	+
Electives	+

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Request Information

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

*All fields required.

Program of Interest* MBA with a Conce ▼	Email*	
First Name*	Phone*	ZIP Code*

Ready to go?

Start your application today!

APPLY NOW

Or call 866-621-8096



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Partnerships, may email me or contact me regarding educational services by telephone and/or text 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 A-State or to purchase any other goods or services.

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