

Online

Hybrid

Marketing managers do more than oversee marketing functions: They have to understand the many facets of organizational operations and how these interconnect as they lead a team to achieve a shared goal. The University of Central Missouri's Master of Business Administration in Marketing gives you the tools and knowledge you need to be an integral marketing leader. UCM's MBA with a Marketing concentration pairs a well-rounded and recognized business education with in-depth marketing training – on your terms.

Take advantage of UCM's flexibility on your path to an accredited MBA in Marketing

UCM enables you to balance your job, family and other responsibilities while you work to advance your career. Our master's degree in Business Administration with a Marketing concentration offers you a range of flexible options:

- 100% online format with synchronous or asynchronous classes
- Many classes are also available at our Warrensburg campus
- Five starting dates per year
- Virtual meeting options for student association networking

No matter when or where you study at UCM, you'll get a quality education accredited by the Association to Advance Collegiate Schools of Business (AACSB). Less than 5% of business schools worldwide hold this distinction, so a UCM MBA in Marketing gives you an edge in the job market.

[View Courses \(/academics/programs/masters-mba\)](/academics/programs/masters-mba)

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AACSB-accredited MBA in Marketing



96% job placement rate of MBA graduates



10:1 average program student-to-faculty ratio



Among the region's lowest tuition rates



Applied learning marketing courses



No GMAT or GRE required

What you will study

Your AACSB-accredited graduate studies start with an overview course in developing critical business skills, such as finance, quantitative operations and statistics. After that, you'll complete core coursework for your master's degree in Business Administration as well as classes and electives specific to your Marketing concentration — in any order you choose.

UCM's Master of Business Administration in Marketing gives you a solid professional foundation

The graduate courses in UCM's Master of Business Administration in Marketing cover essential aspects of marketing. For example, you may study:

- **Marketing Research Design:** Discover or refresh your knowledge of marketing research processes and methods.
- **Marketing Strategy:** Learn the managerial techniques designed for various marketing functions and understand the impacts of your decisions.
- **Marketing Theory and Behavior:** Examine current events and issues as you learn to apply marketing and organizational buying behavior strategies.
- **Inbound Marketing Strategy:** Explore content, email and search engine marketing and earn certifications for commonly used applications to enhance your resume.

You'll also have a range of electives to choose from to complete your Master of Business Administration, including topics such as sports marketing and social media analytics.

You can complete your Master of Business Administration degree in Marketing in as little as 12 months to quickly begin your dream career. You may also choose to extend your graduate studies over several years to manage other demands on your time while you achieve your educational goals.

Excellence in Marketing

- **One of only 10** Missouri universities accredited by the Association to Advance Collegiate Schools of Business (AACSB).
- **A Best Online MBA Programs - Marketing** (Fortune, 2023)
- **A Best Online MBA Program** (Fortune, 2023)
- **A Best Online MBA Program in the Midwest** (Fortune, 2023)
- **A Best Accelerated Online MBA Program** (Fortune, 2023)
- **A Best Part-Time MBA Program** (Fortune, 2022-2023)
- **A Most Affordable Online MBA Program** (Fortune, 2022-2023)
- **A Best Part-Time MBA** (U.S. News & World Report, 2022)
- **A Best Value College** for Marketing/Marketing Management, General (College Factual, 2022)
- **A Best MBA Program** (Intelligent, 2022)

Unique learning opportunities in marketing

At the University of Central Missouri, we believe hands-on training and personal interaction with faculty and other business and marketing professionals enrich your classroom learning. Our master's degree in Business Administration offers a number of benefits:

- **Applied learning:** Help clients meet their marketing communications needs as part of UCM's Integrated Marketing Communications course, or perform an informal company audit as part of

Services Marketing. UCM's small classes encourage classroom discussion as well as peer and faculty feedback to help you improve and grow as a marketing professional.

- **Internships:** Gain real-world experience when you complete an internship. UCM's Harmon College Internship Office will work with you to place you in the specialty or industry of your choice. UCM partners with a variety of companies to provide high-caliber training for graduate students enrolled in our master's degree in Business Administration program, including State Farm Insurance, Burns & McDonnell, Helzberg Diamonds, the Kansas City Chiefs and OUTFRONT Media, among others.
- **Student organizations:** Join UCM's chapter of the American Marketing Association or Collegiate DECA to network with marketing professionals and take advantage of additional learning experiences. You can also network with other students pursuing a Master of Business Administration when you participate in the Graduate Student Association. Virtual meetings make it possible to realize membership benefits while completing your Master of Business Administration degree online.

What can you do with an MBA in Marketing from UCM?

UCM's AACSB-accredited Master of Business Administration program will help you stand out from the crowd. With an MBA in Marketing, you'll be qualified for general marketing management positions such as marketing director, as well as specialized leadership roles, including brand manager and digital marketing manager. UCM alumni are recruited by dozens of desirable employers, including:

- Barkley
- Cerner Corporation
- Google
- IBM
- Leverage Lab
- State Farm
- Trozzolo Communications Group

Get the job you want with a Master of Business Administration in Marketing

UCM is committed to your academic performance and to your professional success. Guidance and coaching helps our MBA students maintain a 96% job placement rate. Let our program faculty help you land the marketing job or promotion you desire. Start planning your future today – use the interactive tool below to explore potential salaries for marketing management jobs and more.

Marketing Jobs

Missouri, USA

Overview

 **59,038**

Currently Employed

 **\$89,226**

Average Salary

 **2,328**

Job Postings

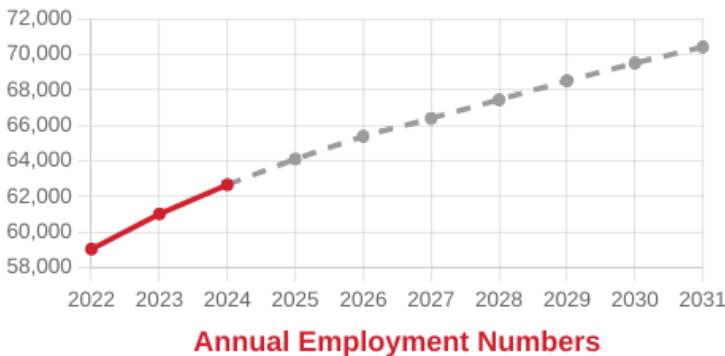
Employment Trends

6.1%

Past Growth
2022-2024

12.4%

Projected Growth
2024-2031



Top Occupations by Income


➤ Sales Managers	\$126,770
➤ Marketing Managers	\$106,435
➤ Fundraising Managers	\$102,720
➤ Advertising and Promotions Managers	\$90,881
➤ Postsecondary Teachers	\$78,755

› Market Research Analysts and Marketing Specialists

\$61,791

› Fundraisers

\$57,229

 About this data

Salaries displayed reflect the 50th percentile

[Apply Now](#)

Financial assistance options for your MBA degree in Marketing

The marketing world is constantly evolving, and today's marketing leaders need to know how to make strategic, forward-thinking decisions to stay ahead of the curve. Investing in a Master of Business Administration with a Marketing concentration from UCM can provide you with the training you need to steer your firm's organizational success. UCM offers a range of options to [finance your education \(/future-students/financing-your-education/index.php\)](#), including loans, grants and scholarships.

Master of Business Administration in Marketing scholarships

The University of Central Missouri, as well as our alumni and friends, funds many scholarships available to graduate students pursuing a Master of Business Administration degree in Marketing. You may be eligible to apply for one or more of the following opportunities:

- Adrian and Margaret Harmon Business Graduate Scholarship
- Jonathan Cleveland Creative Marketing Scholarship
- Lucas Sterne & Albert G. Spaeth Graduate Business Scholarship
- Marketing Scholarship Fund
- State Farm Scholarship

Learn more about these and other scholarships for our Master of Business Administration degree in Marketing by using the [UCM Scholarship Finder \(https://ucmo.academicworks.com/\)](https://ucmo.academicworks.com/).

Meet Nathan R.

MBA with Marketing concentration '21

"UCM's MBA Program helped me to understand the business operations of higher education.

What I learned in the Social Media Marketing course is helping me with the marketing of a

student organization that I advise. The professors always helped me with questions and they

genuinely care for students. The MBA director was invested in me as a person and cared about my career path."

Make yourself more marketable.

Add a graduate certificate in one – or both – of these specializations to further enhance your resume:

- Customer Relationship Management Graduate Certificate
- Social Media Marketing Graduate Certificate

Explore programs related to marketing.

As you explore this UCM Master of Business Administration concentration, as well as the many others we offer, you may also wish to consider our master's degrees in:

- [Communication, MA \(/academics/programs/masters-degrees/cahss/communication-and-digital-media-production/communication-ma/index.php\)](/academics/programs/masters-degrees/cahss/communication-and-digital-media-production/communication-ma/index.php)
- Master of Business Administration (MBA) - Public Relations

Admission Requirements

Applicants for the MBA program must have a completed undergraduate degree (in any discipline) from an accredited institution and have earned a minim undergraduate GPA of 2.5 (on a 4.0 scale). The GMAT and GRE are no longer an admissions requirement. However, students must be prepared for the rigor of quantitative analysis (including business math and statistics, accounting, finance, and economics) in order to be successful in the program.

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