**Marketing BBA / Business Administration MBA**

* [Double Owl](https://www.kennesaw.edu/double-owl/)
* [Pathways](https://www.kennesaw.edu/double-owl/pathways/)

* Marketing BBA / Business Administration MBA

**DOUBLE OWL**

* [Home](https://www.kennesaw.edu/double-owl/index.php)
* [Double Owl Pathways](https://www.kennesaw.edu/double-owl/pathways/index.php)
* [Faculty/Staff Resources](https://www.kennesaw.edu/double-owl/resources.php)
* [Pathway Application](https://www.kennesaw.edu/double-owl/application.php)
* [FAQs](https://www.kennesaw.edu/double-owl/faq.php)
* [Double Owl Students](https://www.kennesaw.edu/double-owl/students.php)

**Career and Academic Opportunities**

A KSU Master’s of Business Administration (MBA) is a multi-disciplinary degree that first prepares students with a foundation in business imperatives like Accounting, Finance, Organizational Behavior, Operations and Marketing. The degree focuses on the advanced academic knowledge of business principles and the application of that knowledge to solve business problems. Students learn to apply principles to develop strategies and processes to drive organizational goals.

Please note that MBA classes are offered face-to-face, so Online Learners are ineligible for the MBA pathway programs at this time.

**Salary and Career Information**