# Master of Business Administration in Marketing Online

Prepare to advance into upper-level leadership positions within the evolving realm of global marketing with this action-oriented and values-driven online program.

Program Overview

## See a snapshot of the Barry online marketing MBA

Our AACSB-accredited Master of Business Administration in Marketing online program features rigorous coursework with an emphasis on practical application. You will attain marketing science skills for strategy formulation and implementation aimed at achieving corporate marketing goals in international business while developing a global, entrepreneurial, and socially responsible business perspective. Prepare for wide-ranging roles as a product manager, marketing manager or director, market research analyst, marketing analyst, brand manager, sales manager, and more.

Barry's highly respected online faculty features professors with real-world experience, over 90 percent of whom hold a PhD or the highest degree available in their field of expertise.

You may be able to transfer up to 6 credits from a previous graduate institution into the program.†  
  
\*The acceptance of graduate transfer credits from approved institutions is dependent on the pertinence of the work to the MBA program. All transfer credits must be a B (3.0) or better, and course content must be directly parallel to those of the required or specialization courses in the MBA program. No graduate credit will be allowed for correspondence or extension work. Students may not transfer credits after they have entered the program.

### In this online MBA in Marketing program, you will learn:

* Marketing opportunity analysis, strategy development, planning, and integration within corporate strategy
* An analytical approach to the development of marketing plans in a dynamic environment, including marketing strategies needed to remain competitive in the global economy
* Managerial decision-making involved in screening foreign markets and developing product, price, promotion, and distribution strategies
* Psychological, sociological, and anthropological theory related to the buying decision process
* Competitive strategy formulation and advanced leadership skills

### Our AACSB-accredited program emphasizes practical application and a strategic worldview, to prepare you for advancement into upper-level marketing positions, such as:

* Brand Manager
* Director of Marketing
* Marketing Manager
* Marketing Analyst
* Market Research Analyst
* Product Manager
* Sales Manager
* Senior Marketing Manager