

Master of Business Administration with a concentration in Marketing (Certificate Track)



Approx. program length:

2 years

Credits:

48

Cost per credit:

\$698

[Tuition Guarantee](#)

Format:

Online

Move customers to act. Earn your MBA/Marketing.

Hone your marketing savvy and help your company's brand break out of the sea of sameness with a Master of Business Administration with a concentration in Marketing. Our MBA is ACBSP-accredited and courses are taught by industry professionals with an average of 25 years of experience.

In this MBA with a concentration in Marketing (Certificate Track) program, you'll learn to:

- Increase product awareness
- Influence customers
- Understand product design and development
- Communicate innovative approaches to stakeholders
- Utilize technology and e-marketing strategies
- Compete globally

Move toward your career goals even before you graduate by taking core courses at the beginning of your program with your Marketing certificate. You'll take just one 6-week course at a time, so you can balance work and life on the path to your degree.

What sets us apart?

When you choose our MBA with a concentration in Marketing (Certificate Track) program, you can:

Trust our accreditation

Our Master of Business Administration is evaluated regularly by the ACBSP, ensuring the quality of your education.

Finish your degree faster

You may be closer to a degree than you think. Transfer eligible college credits or apply to have work experience evaluated for potential credit.

Access a powerful network

Our PhoenixLink™ career services platform connects you to a network of more than 1 million alumni and students. From career fairs to mixers, we'll help you make connections.

Master of Business Administration with a concentration in Marketing (Certificate Track)

Projected job growth:

10%

According to [Bureau of Labor Statistics](#)

Job opportunities

According to the Bureau of Labor Statistics, the job growth for advertising, promotions and marketing managers is projected to be 10 percent between 2016 and 2026. An MBA with a concentration in Marketing (Certificate Track) can help prepare you to be a:

- Brand manager
- Product manager
- Marketing manager

Sometimes, it's who you know

Access powerful networking tools through our PhoenixLink™ career services platform. Take advantage of personal career coaching. Search and apply for jobs or make your resumé visible to employers. And connect with employers and alumni through career fairs and mixers. It's all about connections. And we help you make them.

Program accreditation

The MBA has been reaffirmed for accreditation until 2027 by the Accreditation Council for Business Schools and Programs (ACBSP), ensuring the quality of your education.

What does that mean in real life? [ACBSP-accredited](#) business programs are committed to quality standards. The quality of the program is continuously benchmarked against specific criteria that prepare students for their industry of choice. Accreditation occurs on a 10-year cycle with regular quality reviews.

View the [completion and first-year persistence rates](#) for all ACBSP-accredited business and accounting programs.

Master of Business Administration with a concentration in Marketing (Certificate Track)



Course length:

6 weeks

Total credits required:

48

Max. number of transfer credits:

6

Requirements and prerequisites

You'll need 48 credits to complete this program. These may be earned from a combination of required and elective courses. Required courses may vary based on previous experience, training or transferable credits.

Transfer credits

Earn your degree faster. [Transfer eligible college credits](#) or, if you have an industry or professional certification, such as a Certified Public Accountant (CPA) license or a Society for Human Resource Management® Senior Certified Professional (SHRM-SCP), you can apply to [have relevant experience evaluated](#) for potential college credit. Contact an enrollment representative at 844.YES.UOPX for more information.

Core courses

- FIN571: Corporate Finance
- MGT521: Management
- STR581: Strategic Planning & Implementation
- MKT562: Advanced International Marketing
- HRM531: Human Capital Management
- ACC561: Accounting
- LAW531: Business Law
- ECO561: Economics
- MKT544: Integrated Marketing Communications
- BUS515: Seminar In Business Topics
- MKT552: Technology Applications & E-marketing
- LDR531: Organizational Leadership
- OPS571: Operations Management
- QNT561: Applied Business Research & Statistics
- MKT593: Product Design And Development
- MKT571: Marketing
- MKT554: Consumer Behavior

While widely available, not all programs are available in all locations or in both online and on-campus formats. Please check with a University Enrollment Representative.

SHRM is a registered trademark of Society for Human Resource Management.