

Master of Business Administration (MBA)

with a concentration in

Marketing



Level up your marketing management skills.

Innovate and create opportunities in today's global markets. Take your career to the next level with an MBA from Rivier.

Rivier's MBA with a concentration in Marketing provides you with a broad education in functional business disciplines—accounting, finance, marketing, risk management, operations—as well as in the cross-disciplinary skills of leadership, critical thinking, problem solving, and effective communication. Specialized marketing courses enhance your expertise in digital marketing and analytics, sales management, and strategic marketing management.

Choose Rivier

Online courses provide greater flexibility for working students, and six seven-week terms annually offer a swift path to earning your degree within 12-24 months. Additionally, Rivier's curriculum utilizes the most current open education resources in place of textbooks, significantly reducing the cost of your program.

Save with Open Educational Resources

All instructors in the online MBA in Management with a concentration in Marketing program use Open Educational Resources (OER) in place of traditional textbooks. This means digital, openly licensed content is available free of charge to students. Featuring multimedia, interactive, and engaging course content, OER materials can save you an estimated \$1,500 over the length of your program.



MBA Concentrations

With concentrations in five in-demand fields, an MBA from Rivier equips you with the tools and expertise needed to stand out in today's competitive business environment. Explore our other specialized MBA concentrations:

- MBA in Healthcare Administration: **Online**
- MBA in Management: **On Campus or Online**
- MBA in Cybersecurity Leadership: **On Campus or Online**
- MBA in Information Technology Management (STEM): **On Campus or Online**



Course Format

100% online



36 Credits

to complete program



1-2 Years

estimated program length





Course of Study

CORE REQUIREMENTS

BUSS 510	Accounting For Managers
BUSS 523	Marketing and New Product Development
BUSS 529	Economic Analysis
BUSS 550	Global Finance for Managers
BUSS 574	Project Management
BUSS 644	Risk Management and Decision Making
BUSS 699	Strategies of Innovation

Select two of the following:

BUSS 560	Organizational Dynamics
BUSS 502	Business Research and Communications
BUSS 675	Operations and Quality Management

MARKETING CONCENTRATION COURSES

Select three of the following:

BUSS 581	Digital Marketing & Analytics
BUSS 590	Public Relations and Decision Making
BUSS 680	Sales Management
BUSS 682	Marketing Research and Analysis
BUSS 687	Strategic Brand Management

DEGREE OPTIONS AND TRANSFER CREDITS

In addition to the MBA with concentration in Marketing, Rivier offers an MBA in Information Technology Management (STEM), an MBA in Management, an MBA in Cybersecurity Leadership (STEM), and an MBA in Healthcare Administration. If you've completed applicable graduate courses at another college or university, Rivier's generous transfer policy will allow you to transfer and apply up to 12 credits toward your Rivier MBA program.

The University reserves the right to make changes when appropriate and necessary as needed without notification. (0825)

MBA Program Start Dates

Six term start dates per year allow you to begin your program in May, July, September, October, January or March.

Accreditation

Rivier University is accredited by the New England Commission of Higher Education (NECHE).



Rivier's Master of Business Administration programs and undergraduate programs in Business Management, Finance, Marketing, Sport Management, and Cybersecurity Management are accredited by the Accreditation Council for Business Schools and Programs (ACBSP, 11520 West 119th Street, Overland Park, KS 66213, (913) 339-9356, www.acbsp.org.)



Apply Today

1. Submit your application online at rivier.edu/apply. There is no application fee.
2. Review and complete the application process at rivier.edu/gradadmissions.

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