



Master of Business Administration in Marketing (*hybrid and online*)



To meet the opportunities and challenges posed by an increasingly interdependent world, Rivier University is committed to helping students on their path to become business leaders in today's society.

For more information:

Call (603) 897-8219

or email:

gadmissions@rivier.edu

Prepare to be a leader in today's marketing world.

THE RIVIER UNIVERSITY ADVANTAGE

Leaders and marketing professionals must stay current with recent trends in the marketing industry. In today's business world, today's trend might become tomorrow's fad—therefore proper researching, planning, and analysis are critical to business success. The Master of Business Administration (MBA) in Marketing degree program prepares you to think critically while adapting innovative methods to solve problems and stay competitive.

Rivier's classes are offered online and in a hybrid format. Online classes maintain the same high quality as our face-to-face courses with the added benefit of 24-7 flexibility to fit your schedule. Small classes mean that our MBA faculty know you and understand your goals. They will serve as mentors to help you succeed academically and advance professionally.

Rivier doesn't just give you the knowledge and skills you need to take your career to the next level—we offer you a new perspective on your organization, your industry, and your strengths. Rivier's MBA program develops well-rounded professionals who understand finance, economics, marketing, quality control, ethics, organizational behavior, and strategic decision making. Also, Rivier offers you one of the most affordable graduate business programs in New Hampshire.

ABOUT THE PROGRAM

The entire lifecycle of developing a new product—from researching and marketing to promotion; from selling to strategizing—is covered in the MBA in Marketing program.

The strength of the MBA courses is in the faculty—practitioners who have been within the industry for many years and are able to apply real-world examples and situations in the classroom, challenging students to think critically and logically.

Curriculum subjects include accounting, economics, marketing and new product development, financial management, organizational dynamics, operations and quality management, corporate social responsibility and environmental stewardship, a capstone course in strategies of innovation. The marketing concentration courses focus on advertising and sales management, marketing research and analysis, and marketing strategy, e-business, and public relations.

INTERNSHIPS AND CAREERS

Students in the MBA in Marketing program will have the opportunity to gain work experience through the many internship opportunities the University has to offer—such as sales, financial planning, retail, and marketing internships at a number of reputable local companies; internships vary each semester.

MBA in Marketing graduates can pursue careers as:

- Account Managers
- Advertising Managers
- Brand Managers
- Corporate Marketings
- Marketing Directors
- Marketing Managers
- Public Relations Directors/Managers
- Retail Managers
- Risk Analysts
- Sales Managers
- Social Media Managers

To meet the opportunities and challenges posed by an increasingly interdependent world, Rivier University's Career Development Center (CDC) is committed to helping students on their path to become leaders in a global society.

PREPARE YOURSELF FOR THE MARKETING STAGE

MAJOR REQUIREMENTS CORE COURSES

BUS 510 - Accounting for Managers
BUS 523 - Marketing and New Product Development
BUS 529 - Managerial Economics
BUS 550 - Global Finance for Managers
BUS 675 - Operations And Quality Management
BUS 779 - Strategies of Innovation

MARKETING COURSES

Select six from the following:

BUS 582 - Advertising Management
BUS 590 - Public Relations and Decision Making
BUS 650 - Electronic Business for Managers
BUS 680 - Sales Management
BUS 682 - Marketing Research and Analysis
BUS 683 - Healthcare Market Planning
BUS 689 - Marketing Strategy and Policy

BEING AN ONLINE STUDENT AT RIVIER

As an online student at Rivier University, you will receive personal and supportive instruction from our top-notch faculty at your own convenience.

Rivier's online programs maintain the same high quality as our face-to-face courses with the added benefit of 24-7 flexibility. With our online programs, you never have to come to campus to take a class, which saves you travel time and money. You can complete your work from home, while traveling, or from any location that has Internet access. Anywhere you have a computer and Internet access, you have your classroom.

ACADEMIC ACCREDITATION

New England Association of Schools and Colleges (NEASC)

FACULTY

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The University reserves the right to make changes when appropriate and necessary as needed without notification. (0814)



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TRANSFORMING HEARTS AND MINDS TO SERVE THE WORLD