



Rivier UNIVERSITY

MBA

Master of Business
Administration with
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 this
Rivier MBA.

Rivier's MBA with concentration in Marketing provides you with a broad education in functional business disciplines—accounting, finance, marketing, human resources, 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 7-week terms annually offer a swift path to earning your degree. 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

Most instructors in Rivier's online MBA programs 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.



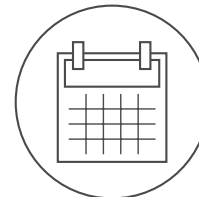
Course Format

100% Online



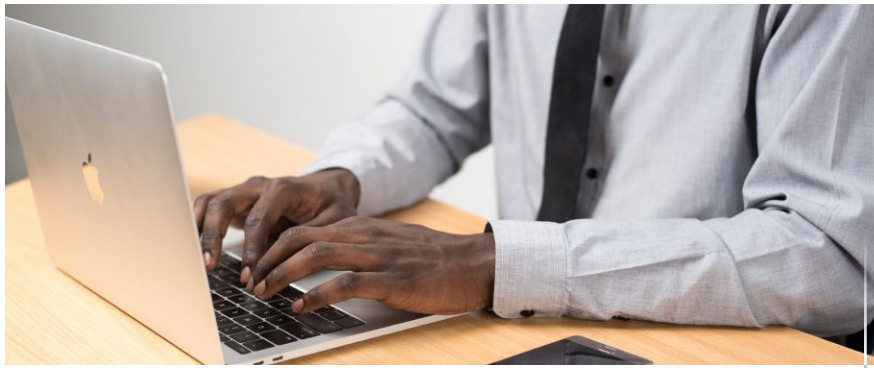
Total Program Credits

36



Estimated Program Length

12 - 24 months



MBA

Program Start Dates

Six term starts per year allow you to begin your program in September, October, January, March, May, or July. Completed applications are reviewed as they are received throughout the year.

Course of Study

Required Courses

- BUS 510 - Accounting For Managers
- BUS 523 - Marketing and New Product Development
- BUS 529 - Economic Analysis
- BUS 550 - Global Finance for Managers
- BUS 574 - Project Management
- BUS 644 - Risk Management and Decision Making
- BUS 779 - Strategies of Innovation

Select two of the following:

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

Marketing Concentration Courses

Select three of the following:

- BUS 581 - Digital Marketing & Analytics
- BUS 590 - Public Relations and Decision Making
- BUS 680 - Sales Management
- BUS 682 - Marketing Research and Analysis
- BUS 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, an MBA in Management, 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 9 credits toward your Rivier MBA program.

Accreditation

In addition to the University's accreditation by New England Commission of Higher Education, Inc. (NECHE), Rivier's Master of Business Administration programs and undergraduate programs in business administration, business management, finance, sport management, cybersecurity management, and marketing 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.)



7

week terms

90+

years of
educational excellence

24,000+

strong alumni network

How to Apply

1. **Apply online** at rivier.edu/apply.
There is no application fee.
2. **Review and complete the application process** at rivier.edu/gradadmissions.
3. **Have questions?** For personal support, contact us at (603) 897-8507 or email admissions@rivier.edu.

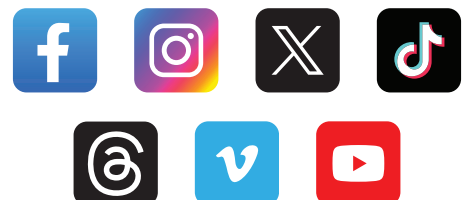
Quick Links

Ask a Question – admissions@rivier.edu

Schedule a Visit – events.rivier.edu

Talk to an Admissions Counselor – rivier.edu/team

Tuition & Fees – rivier.edu/tuition



The University reserves the right to make changes when appropriate and necessary as needed without notification. (0823)