

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, 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 seven-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 the online MBA in Management 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.



Course Format

100% online



36 Credits

to complete program



1-2 Years

estimated program length





Course of Study

REQUIRED COURSES

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 502 - Business Research and Communications
BUSS 560 - Organizational Dynamics
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, 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 nine credits toward your Rivier MBA program.

The University reserves the right to make changes when appropriate and necessary as needed without notification. (0824)

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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