

# UVU | MBA<sup>o</sup>

## Marketing Management Concentration



UVU's MBA program with a focus on marketing management readies students to take on leadership positions in the field of marketing. The program provides hands-on experience, employs state-of-the-art technology, and is guided by seasoned faculty. Upon completion, graduates will possess the ability to analyze intricate issues and arrive at informed decisions based on data. They will be well-prepared for:

### Marketing Strategy

Craft a compelling brand story, target the right audience, and engage them through multi-channel campaigns to drive sales and build loyalty.

### Marketing Research & Analytics

Discover insights, make data-driven decisions and gain a competitive edge with powerful marketing research and analytics tools.

### Brand, Product, & Services Management

Strategically create and maintain a strong brand image, developing and promoting successful products, and delivering exceptional customer experiences

### Marketing Channels & Communications

Various ways businesses reach and engage their target audience, such as email, social media, advertising, and public relations.

### Full-Time MBA

**1 year** to finish (12 credits per semester x 3 semesters)

**No work experience** requirement

**Trip included** for international consulting course

In-person

Monday - Thursday w/ afternoon and evening classes

36 credit hours

GMAT / GRE waiver available

### Part-Time Professional

**2 years** to finish (6 credits per semester x 6 semesters)

2-5 years work experience requirement

**Trip included** for international consulting course

In-person

2-3 evening classes per week

36 credit hours

GMAT / GRE waiver available

### Online Engaged

**2 years** to finish (6 credits per semester x 6 semesters)

2-5 years work experience requirement

**Trip included** for international consulting course

Online Engaged

2-3 evening classes per week

36 credit hours

GMAT / GRE waiver available



# WHAT WILL A UVU MBA DO FOR YOU?

Hit the ground running with your MBA!

An MBA from Utah Valley University will prepare you with the skills needed to effectively manage, interact, and consult with top leadership within industry. The dedicated business faculty at the Woodbury School of Business are both skilled professionals and researchers who bring expertise to each course within the program. As a UVU MBA student you can expect a state-of-the-art learning experience that is both relevant and cutting-edge. Graduates will be prepared to enter the work-force with the skills necessary to effectively manage and lead.

## Application Process

Complete the online application at

<https://uvu.edu/woodbury/mba/admissions.html>

- Two Letters of Recommendations
- Personal Statement
- Current Resume
- Official Academic Transcripts
- GMAT/GRE waiver available

## Tuition and Financial Aid:

<https://uvu.edu/woodbury/mba/financial-aid-and-graduation.html>

## Application Deadlines

### Fall (Full & Part-Time Available):

- Application Opens: August 1st
- Priority Deadline: March 1st
- International Deadline: May 1st
- Domestic Final Deadline: July 15th

### Spring (Part-Time Available):

- Application Opens: April 1st
- Priority Deadline: October 1st
- Final Deadline: November 15th