Master of Business Administration — Marketing Concentration

The MBA program at the King Graduate School aims to stimulate learning and help students develop the competencies that corporate executives utilize in leading and managing in a complex, competitive environment. It also aims to accommodate the unique individual — the program can be custom-built to reflect your specific career goals in Marketing. The program builds upon a strong base of business knowledge with specific courses in marketing that prepare students for managerial positions within the marketing and public relations industry.

Monroe’s MBA program is geared toward working adults, with a unique three-semester academic calendar that allows students to study year-round and graduate in as few as 4 semesters. To accommodate work and family, the program can be completed in a variety of convenient ways — online, on-ground, or through a blended schedule.

Monroe’s online MBA program is designed so that students can earn an MBA while continuing to work full-time. On-ground classes can be taken at any of our three locations in the Bronx, New Rochelle, or Flushing, Queens. A blended schedule allows students to take classes on-ground and online, offering both the convenience of an online MBA program and the traditional feel of a face-to-face learning environment.

DID YOU KNOW?
• Monroe Business and Accounting students have the opportunity to join several major-related clubs and organizations including ENACTUS, NABA, and the Club for Entrepreneurial Opportunities.
• Monroe’s ENACTUS Team (formerly known as SIFE, Students in Free Enterprise) has won 9 consecutive regional championships and 1 national championship.
• Monroe’s School of Business & Accounting programs are accredited by the Accreditation Council for Business Schools and Programs (ACBSP). This accreditation demonstrates that the School of Business and Accounting has met the standards of ACBSP that promote teaching excellence and continuous quality improvement.
• Monroe business and accounting students earn real-world experience by working at the Entrepreneur Center, which helps local business owners and entrepreneurs launch and grow their businesses.

POPULAR CAREER PATHS
Some of the more popular career choices for graduates of Monroe’s MBA with a concentration in Marketing degree program include:
• Public Relations Specialist
• Market Research Analyst
• Advertising Manager
• Marketing Manager
• Media Planner
• Product Management
Recommended MAP Sequence

The Monroe Advantage Plan is a unique three-semester plan that offers our students the opportunity to earn up to 36 credits in less than two years. By following the below recommended sequence, you can receive your MBA in just 16 months and still enjoy time off in December, April and a full month in August.

<table>
<thead>
<tr>
<th>1ST YEAR</th>
<th>2ND YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td><strong>Semester 2</strong></td>
</tr>
<tr>
<td>Managing in the Global Environment MG 615</td>
<td>Managerial Economics MG 640</td>
</tr>
<tr>
<td>Statistics for Decision Making MG 620</td>
<td>Managing IT Enterprise MG 650</td>
</tr>
<tr>
<td>Strategic Marketing MG 660</td>
<td>Consumer Behavior MK 777</td>
</tr>
</tbody>
</table>

Graduation

Student Testimonials

“I was working in a job that I didn’t feel passionate about. When I found out that I could get my MBA at Monroe while continuing to work, I applied right away. Now I have my dream job and I didn’t have to take any time off before beginning my new career.”

As an International student, Monroe’s MBA program really appealed to me because of the personalization. My time at Monroe flew by because I was really enjoying my classes and the concentration that I chose.

“I just began my MBA at Monroe and I can already tell that I’ve made the right choice. The classes are interesting and challenging. I’m looking forward to finishing my degree and taking the right steps toward the career I really want.”