



MBA Concentration in Marketing

Establish or grow an exciting career with the MBA concentration in Marketing

The **Marketing MBA** provides the skills needed to prepare students for executive careers in Advertising, Brand Management, Sales, etc.

Students receive a solid foundation in courses such as Marketing Research and Marketing Strategy, and also have the chance to take electives such as Consumer Behavior, Digital Marketing, Sales Management and Brand Management, making students well prepared for a rapidly changing industry.

An MBA in Marketing from Rutgers provides excellent job opportunities with the best corporations in New Jersey, New York City, Philadelphia, Washington, D.C., and other locations throughout the world. The Rutgers Marketing MBA is offered at two campuses: Newark and New Brunswick.

About a third of Rutgers MBA students graduate with a marketing concentration, and become part of an illustrious alumni base that includes not only graduates from the business school but also other Rutgers schools.

business.rutgers.edu/mba-marketing

Career Advantages

Marketing students frequently interact with companies via case competitions as well as class projects. For instance, a team of Rutgers MBA students consisting of Emily Muscara, Adam Shatzkamer, Marcus Silva, and Jeffrey Mann, won the Annual Rutgers Business School MBA Marketing Case Competition by impressing judges with a comprehensive plan to promote Marathon Bars on college campuses.

Careers:

- Brand Manager
- Media Planner
- Advertising Account Executive
- Development Officer
- Public Relations Director
- Market Research Analyst
- Sales Manager



This program is offered in Newark and New Brunswick

Curriculum

Our curriculum is innovative, immersive and adapts to the changing market. It builds on a foundation of marketing strategy, research and consumer behavior, while allowing you to extend your marketing knowledge in specialized courses like pharmaceutical or customer relationship marketing.



Sampling of Courses

- Marketing Research
- Digital Marketing
- Marketing High-Technology Products and Services
- Brand Management
- Advertising and Promotion
- Consumer Behavior
- Business-to-Business Marketing
- Marketing Strategy

Where Graduates are Working

- *Rolling Stone Magazine*
- Sony Music Entertainment
- Prudential
- American Association of Advertising
- Sports Illustrated
- Becton, Dickinson and Company
- Bristol-Myers Squibb Company
- Johnson & Johnson



Build a career in branding, advertising, product development, digital or international marketing.



Access and Opportunity

As a student, opportunities abound to put your classroom knowledge into action. Our students succeed in highly recognized case competitions and are active in student clubs like the Rutgers Association of Marketing and Strategy. All of these opportunities are meant to launch you into an exciting marketing career.

Located in the New York Tri-State area near top marketing agencies means you have excellent job opportunities just outside your door. More than 25% of our graduating MBAs go on to careers in marketing.

If you're looking to build a career in branding, advertising, product development, digital or international marketing, a Rutgers MBA concentration in Marketing gives you the solid foundation you need to get there and get ahead.

Learn from diverse faculty who bring a variety of perspectives to your classroom experience—from scholarly, academic research and theory to real-time professional insights from professors entrenched in today's marketing world.

Contact

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"I was looking forward to obtaining the functional skills that I needed to execute strategic marketing campaigns, as well as the management skills ... What I got, however, was an experience that has absolutely transformed my career path and my own abilities."

– Neha Mukherjee-Nathani
MBA Alumnus, Product Manager, NMS Labs

