Marketing MBA

Come with your passion, leave with your career

Rutgers Business School’s Marketing MBA provides the skills needed to prepare students for executive careers in Advertising, Brand Management, Sales, and so on. 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. In fact, Rutgers alumni have risen to top Marketing positions in the industry—Rutgers was recently ranked 16th on LinkedIn for top careers in Marketing.

Marketing Case Competition winning team: Emily Muscara, Adam Shatzkamer, Marcus Silva, and Jeffrey Mann.

MBA Students Impress Companies in Case Competitions and Class Projects

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 2nd Annual Rutgers Business School MBA Marketing Case Competition by impressing judges with a comprehensive plan to promote Marathon Bars on college campuses.

“This wasn’t just a marketing plan, but a complete business plan for the brand,” said Shirley Lawson, the Brand Manager for Marathon Bars, a division of Mars Chocolates, Inc.

Similarly, in a course on Consumer Behavior, teams of Marketing students competed in a live project aimed at improving brand perceptions and awareness of properties in the Fox Sports family. The winning team of Jon Rainho, Megan Gerard, Jon Roberts, Shaily Chheda, and Lucilla Tessi is featured prominently on the Fox Sports website (foxsportsuniversity.com/school/rut).
Winning MBA Student Team for Fox Sports Project in Consumer Behavior course: Shaily Chheda, Jonathan Rainho, Megan Gerard, Lucila Tessi, and Jon Roberts

Sampling of Courses
Marketing Research
Digital Marketing
Marketing High-Tech Products and Services
Brand Management
Advertising and Promotion
Consumer Behavior
Business to Business Marketing
Marketing Strategy

Careers
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Media Planner
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Development Officer
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Sales Manager

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Bristol-Myers Squibb Company
The Chalfin Group, Inc.
Eisai Inc.
Ethicon Inc.
Hoffmann-La Roche Inc.
IDT Corporation Johnson & Johnson
Kaufman Bros., L.P.
Organon Pharmaceuticals USA Inc.

Student Perspective
“The Rutgers MBA program offers students a vast amount of resources and expertise, enabling them to remain one step ahead of other job candidates. After graduating from Rutgers, you are fully equipped with the knowledge and networks that will truly make a difference throughout your career.”

Alissa Imbriaco
Class of 2016

“My experience at Rutgers Business School has been challenging, yet rewarding. I know that I’m getting a well-rounded education that is truly preparing me to succeed in the business world.”

Ashley Shaffer
Class of 2012

Rutgers Business School-Newark and New Brunswick is an integral part of one of the nation’s oldest, largest, and most distinguished institutions of higher learning: Rutgers, The State University of New Jersey – founded in 1766. Rutgers Business School has been accredited since 1941 by AACSB International – the Association to Advance Collegiate Schools of Business – a distinction that represents the hallmark of excellence in management education.