

# Marketing Strategy

Master of Business Administration in Marketing

SCHOOL OF BUSINESS  
Online and On Location



Southern  
New Hampshire  
University

# Go Market Your Skills

## MBA in Marketing



Attain skills in everything from brand management to selling strategies with Southern New Hampshire University's MBA in Marketing. Students will obtain the business knowledge inherent in a quality MBA program plus the knowledge and skills they need for advertising, promotions, sales and communications.

The MBA in Marketing will be particularly beneficial for:

- brand managers
- corporate communicators
- sales representatives
- marketing managers

With SNHU's MBA program, one of the most affordable in New England, you obtain the knowledge and skills you expect from an MBA program, plus expertise in your field of interest. No GMAT or GRE required. Choose from several concentrations and earn your specialized MBA in 18 months from a real university. Courses are available online and on location at our centers in Manchester, Nashua, Portsmouth and Salem, NH, and Brunswick, Maine. SNHU, based in Manchester, NH, has been educating business leaders for more than 75 years. Our online business programs, offered since 1996, have won Best of Business, Best Buy and other awards.

### Why the MBA in Marketing Program at SNHU?

SNHU's MBA in Marketing offers a blend of business acumen with marketing skills, achieving a balance of creativity and strategy, all in the name of the bottom line. Students take courses that focus on corporate leadership, marketing strategy, managerial accounting and consumer behavior, all dialed into current business and marketing trends while keeping an eye on the future of the global economy.

As a private, nonprofit university, SNHU focuses on ensuring you have the skills you need to succeed. Whether you enroll in the MBA in Marketing program online or at any of our five regional campuses, you will benefit from all that SNHU has to offer:

- Quality education at one of the **most affordable tuition rates available**
- **Choose how you want to learn:** Online, campus-based or a combination of both
- Professors and instructors who are **actively involved** with their students' success
- **High-quality instruction** from SNHU's faculty that apply principles and theories to real-world marketing challenges in class
- Students in our marketing degree programs have **24/7/365 access to class** – attend when it is most convenient for you
- A Tier 1 university and recipient of the Best of Business award

### Accreditation

Accreditation Commission for Programs in  
Hospitality Administration

American Culinary Federation Educational Institute  
Association of Collegiate Business Schools and Programs  
European Council for Business Education

National Association for Sport and Physical Education  
New England Association of Schools and Colleges  
New Hampshire Postsecondary Education Commission  
New Hampshire State Department of Education for  
Teacher Certification

North American Society for Sport Management

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