



Master of Business Administration, Concentration in Marketing

Program Overview

Caldwell University's MBA program, accredited by the ACBSP, supports your personal and career goals at a competitive cost-per-credit, making education accessible and affordable. With a strong emphasis on personal growth, the program offers an individualized learning experience through small class sizes, hands-on skills, and compassionate faculty who focus on real-world applications. Earning an MBA in Marketing from Caldwell University provides you with industry-specific expertise to excel in your role or transition smoothly into a new field, helping you strengthen your professional brand and achieve meaningful career advancement.

What You'll Learn

Prepare for a wide range of exciting career opportunities in marketing by developing a dynamic skill set. Caldwell's MBA marketing concentration features courses in product management, brand development, digital media, and strategic marketing plans.

Cost Per Credit Hour: \$761

Additional tuition reductions and flexible payment options may be available!



Master's



100% online



Instructor Led



12-18 months



39 Credit hours



Learn more about this
program or enroll.

Why Choose Caldwell

Since 1939, Caldwell University has prioritized the needs of our students to ensure they leave prepared and inspired to succeed. In a recent survey of Caldwell University graduate students and alumni, 96% of responders said they would recommend their program, and 90% of those who completed their graduate program rated it as excellent or good. Flexible study options and the personalized attention you deserve will more than elevate your earning potential – they will keep you well-rounded and relevant in today's business landscape.

Admission Requirements

- Bachelor's degree from an accredited college or university
 - Undergraduate GPA of at least 2.75 overall and 3.0 in business as a major
 - Two references for graduate study
 - Personal interview upon Graduate Coordinator's request
 - Personal statement: Submit a statement of objectives for entering the program
 - Resume highlighting business, leadership, and work experience
 - Students who enter the program with an undergraduate degree outside of business need to take BU 095 MBA Prerequisite Module
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