

# MASTER OF BUSINESS ADMINISTRATION (MARKETING)

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**Web Site:** <https://twu.edu/business/mba/mba-marketing/>

Do you want to know more about what motivates consumers and to have a positive revenue impact on your company's business? In every industry, a successful company is one that does its marketing well and will always look to hire dynamic marketing professionals. If your career goals include planning, communicating, and delivering value to consumers, the TWU M.B.A. in Marketing gives you the skills you need to succeed. Our program provides you with:

- **Cutting-edge marketing knowledge:** Our program emphasizes conceptual and analytical skills in real-world business settings.
- **Leadership Skills:** We give you the business expertise and industry-specific leadership skills you need to excel.
- **Strategic Insights:** Our courses are designed to equip you with a background in strategic marketing and consumer behavior.
- **Technical Skills:** Our program delivers the technical expertise you need to compete in the digital marketing environment.

An M.B.A. in Marketing from TWU prepares you to take a range of jobs from sales, public relations, advertising, social media, marketing research, analytics to customer insights.