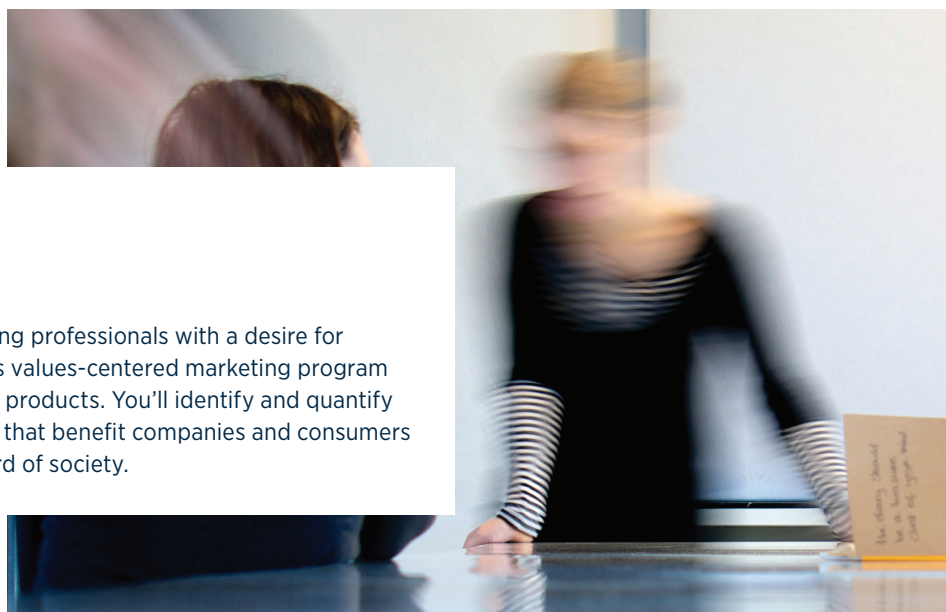


Marketing

Designed for entry-level and mid-level marketing professionals with a desire for deeper knowledge and skills, Regis University's values-centered marketing program does more than just teach students how to sell products. You'll identify and quantify real market segments, craft value propositions that benefit companies and consumers and uncover genuine market needs as a steward of society.



Don't just sell products - communicate ideas.

Marketing is a critical business function that goes far beyond advertising and promotion. It's the heart of success any organization – the crux of business success and profitability. At Regis, we focus on cultivating the leadership skills to think critically, create a vision based on ethical values, discern the future and take risks within a changing global landscape.



8-WEEK ACCELERATED FORMAT ALLOWS YOU TO COMPLETE THE PROGRAM IN UNDER TWO YEARS



90% OF REGIS MASTER'S GRADUATES EMPLOYED IN THEIR FIELD WITHIN 6 MONTHS OF GRADUATING

Source: First Destination Survey

You might be wondering:

| WHAT CLASS FORMATS CAN I CHOOSE FROM?

Classes are taught in an 8-week format, either online or on-campus during the evenings.

| HOW QUICKLY CAN I COMPLETE THE PROGRAM?

This program can be completed in as little as 1-2 years.

| WHEN CAN I START?

Program starts are offered in January, March, May, July, August and October.

Degree Plan

CORE COURSES

12 credit hours

CBE 6020 Leading in a New Era
CBE 6030 Business Intelligence and Analytics
MKT 6020 Market Opportunity Assessment
MKT 6220 Marketing Mix Decisions

ELECTIVES

15 credit hours

Select five of the following courses
CBE 6240 Entrepreneurial Innovation
MKT 6040 Global Marketing
MKT 6050 Brand Management in a Global Marketplace
MKT 6190 Digital Marketing and Promotion
MKT 6225 Product Design and Development
MKT 6230 Customer Relationships: Development and Management

CAPSTONE

3 credit hours

MKT 6300 Product Management

TOTAL: 30 CREDIT HOURS

This program is eligible for our FastForward dual degree. To learn more visit regis.edu/fastforward.

What you'll need:

TO APPLY

- Online application
- Official degree-bearing transcripts
- Resume
- Essay

For full details regarding application requirements, visit regis.edu/anderson.

TUITION AND FINANCIAL AID

Tuition for the 2022-2023 academic year:
\$948 per credit hour

For information on program specific fees visit regis.edu/cost. Tuition and fees are subject to change.

To learn about financial aid options available, contact the financial aid office at 800.568.8392 or visit regis.edu/financialaid. If you are an active duty military member or veteran, visit regis.edu/preferred-military to learn more.

The Flexibility You Need

Our program formats are designed to be flexible and convenient, so you can fit your education into your own schedule. Courses are taught online or on campus during the evenings, so you can choose a format that works for you.

Applying Is Easier Than You Think

- No application fee
- No letters of recommendation
- No college standardized assessment test
- Admission decision usually within 3 business days

Go to regis.edu/apply or contact an admissions counselor to help get you started.

Ready to get started?

Your Regis admissions counselor will work with you one-on-one. We'll help you choose the program that fits your goals, find options that save time and money, and help you through your online application.

Contact

ruadmissions@regis.edu
800.944.7667

Ready to apply?

regis.edu/apply