

**Take the
next big step
in your career journey.**



Enrollment Start Dates : September | January | May
Fully Online (Global Access) | Full-Time | Part-Time
Admissions - Apply Anytime

Doctorate of Business Administration (DBA) - Marketing

Fully Online & Flexible Learning

Industry-Aligned Specializations

Global Business Curriculum

Real-World Capstone Project

Collaborative & Interdisciplinary Approach

Career-Ready Skills in Leadership, Technology, & Analytics

The Doctor of Business Administration (DBA) - Marketing at Florida Coastal University is a terminal, research driven program designed to develop senior executives, thought leaders, and scholars who can bridge advanced research with real world business practices. It blends rigorous academic research with applied problem solving to prepare professionals for today's complex, global business challenges.

Focused on strategic innovation, organizational transformation, advanced analytics, and evidence based decision making, the DBA program equips candidates to generate new knowledge, influence policy, and lead high impact organizational change. Graduates are prepared to take on top leadership, consulting, academic, and research roles with confidence and integrity.



Program Overview

The Doctor of Business Administration (DBA) - Marketing at Florida Coastal University is a 60 - credit, fully online terminal, research-driven program designed to develop senior executives, thought leaders, and scholars who can bridge advanced research with real world business practices. It blends rigorous academic research with applied problem solving to prepare professionals for today's complex, global business challenges.

Focused on strategic marketing innovation, organizational transformation, advanced consumer analytics, and evidence based decision-making, the DBA - Marketing program equips candidates to generate new knowledge, influence policy, and lead high impact organizational change. Graduates are prepared to take on top leadership, consulting, academic, and research roles with confidence and integrity.

The program includes:

- 30 credit hours of Core Courses
- 18 credit hours of Marketing Course
- 12 credit hours of Dissertation Research

Why choose this program?

- Focused on advanced research, strategic leadership, and evidence based business practices
- Combines academic rigor with practical applications for senior executives and professionals
- Includes doctoral research seminars, residencies, and a dissertation addressing complex business challenges
- Prepares you for roles that demand strategic foresight, policy influence, and thought leadership
- Builds analytical, research, and decision making expertise tailored to global business leadership



**Florida
Higher
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**Creating
Opportunities
within State**





Why Florida Coastal University?

- **Approved:** Provisionally licensed by the Commission for Independent Education (CIE), Florida
- **Affordable Tuition:** Designed for ambitious professionals
- **Work-Life-Academic Balance:** Learn at your own pace from anywhere in the world
- **Job-Aligned Curriculum:** Built for practical impact and career transformation
- **Global Network Access:** Connect with peers and faculty across industries.

Career Pathways

Graduates of the Doctor of Business Administration (DBA) – Marketing program are equipped with advanced research expertise and strategic marketing leadership capabilities that open doors to senior roles across global corporations, consulting firms, brand-driven industries, and academia. Depending on their career goals, Career paths for graduates with a DBA - Marketing degree can include:

- Chief Marketing Officer (CMO) / C-Suite Marketing Executive
- Senior Brand Strategy or Marketing Analytics Consultant
- Business School Faculty or Academic Researcher in Marketing
- Corporate Policy and Marketing Strategy Advisor
- Director of Consumer Insights, Digital Strategy, or Global Brand Management



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Curriculum Structure

- 30 credit hours of Core Courses
- 18 credit hours of DBA - Marketing Course
- 12 credit hours of Dissertation Research

Dissertation Experience

The heart of the DBA program is the dissertation, where students:

- Identify a real world business problem
- Conduct applied research
- Propose innovative, data driven solutions
- Defend their findings before a dissertation committee

Email us at

admission@floridacoastaluniversity.com



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