

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



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

## Master of Business Administration - Marketing

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Fully Online & Flexible Learning

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Industry-Aligned Specializations

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Global Business Curriculum

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Real-World Capstone Project

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Collaborative & Interdisciplinary Approach

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Career-Ready Skills in Leadership, Tech, & Analytics

The Master of Business Administration (MBA) – Marketing at Florida Coastal University is an industry-relevant program designed to develop future-ready marketing professionals. It blends advanced business knowledge with practical applications to prepare students for today's fast-changing global business environment.

Focused on strategic brand management, market research, consumer behavior, and digital marketing, the Marketing specialization equips students to craft impactful campaigns, analyze market trends, and drive business growth across industries. Graduates are prepared to lead in brand strategy, advertising, digital marketing, and entrepreneurial ventures with confidence and integrity.

### Program Overview

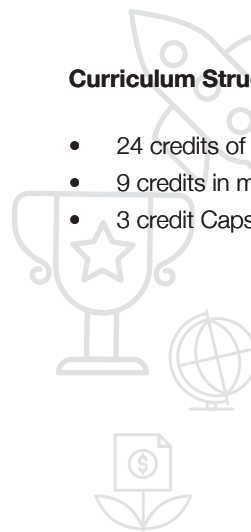
The Master of Business Administration (MBA) - Marketing program is structured as a 36-credit hour fully online degree that strengthens core business acumen while expanding expertise in strategic marketing and brand leadership. It is designed to develop a multidimensional understanding of marketing in the business world, from consumer behavior and digital strategies to global markets and emerging technologies. Students gain real - world experience through market research projects, brand simulations, and interactive coursework - all delivered via a flexible, student-focused online platform.

The program includes:

- 24 credit hours of core business courses
- 9 credit hours in a marketing specialization
- 3-credit Capstone Project

### Curriculum Structure

- 24 credits of core business courses
- 9 credits in marketing specialization
- 3 credit Capstone Project



### Why choose this program?

- Focused on real-world marketing skills like brand strategy, market analytics, and integrated campaign planning
- Combines advanced business knowledge with hands-on marketing training
- Includes simulations, case studies, and capstone projects for practical learning
- Prepares you for analytical and leadership roles in brand management, advertising, and digital marketing
- Builds leadership, decision-making, and analytical capabilities tailored to the marketing sector



**Florida  
Higher  
Education**

**Creating  
Opportunities  
within State**





### Why Florida Coastal University?

- **Approved:** Provisionally by the Commission for Independent Education (CIE), Florida
- **Affordable Tuition:** Designed for ambitious professionals, without financial burden
- **Work-Life-Academia 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, alumni, and faculty across industries.

### Career Pathways

Graduates of the Master of Business Administration (MBA) - Marketing program are equipped with interdisciplinary knowledge and industry-aligned skills that prepare them for a wide range of career opportunities across global business domains. Students can pursue the following roles:

- Marketing and Brand Manager
- Digital Marketing Strategist
- Market Research Analyst
- Advertising and Communications Manager
- Product Marketing Manager



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### Capstone Experience

Marketing Students engage in real-world marketing applications such as:

- Market research analysis
- Brand positioning simulations
- Digital marketing analytics cases
- Strategic campaign consulting projects
- Capstone project solving a global marketing challenge

### Email us at

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