

MBA in Marketing Management



Pursue opportunity to the highest levels with an MBA in Marketing Management—many CEOs and corporate presidents rose through marketing to top leadership positions. Your Lubin MBA gives:

- Access to global heavyweights such as Ogilvy & Mather, BBDO, Omnicom, Interpublic, and more
- An exceptional level of instruction from experienced faculty
- Acclaimed experts bringing real-world experience into your classroom
- Internships and professional connections to move you upward

When it comes to working as a highly placed marketing executive, there is simply no other place that can match the atmosphere and energy of metropolitan New York City.

Gain Specialized Skills and a Professional Edge

When you earn your **MBA in Marketing Management** at Lubin, you will gain the most important marketing and management skills. Courses cover traditional, social, mobile and digital marketing media. Our faculty are connected to some of the top companies and organizations throughout New York City, putting you face-to-face with marketing executives from companies such as American Express, Brooks Brothers, Microsoft, Landor, Oracle, and many others. Through Lubin you gain:

- Critical [business management skills](#)
- Using [various channels strategically](#)
- A variety of [specialization areas](#)

Click to [view curriculum](#) for the MBA in Marketing Management.

Accelerate Your Career with Lubin Connections

Lubin puts you at the center of the world's business life, through a network of alumni and corporate partners that reaches into

- Major financial institutions
- Media companies
- Growing businesses in every industry



Join Us At Lubin

- [Request More Information](#)
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- Visit the [Marketing Department Web site](#)

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An Exciting and Lucrative Career

Here's what to expect with an MBA in Marketing Management:

- **Excellent compensation: \$53,507 is the**

Pace University has the largest internship program in the Metropolitan New York area.

Gain valuable experience in one or more internships - with internationally respected companies. Students in the MBA in Marketing Management program complete at least one internship and find daily opportunities to apply the knowledge they've gained in the classroom. Companies where students in the MBA in Marketing Management program routinely intern include:

- AIG
- Barclays
- ChatLab/Conversation
- Deloitte
- Deutsche Bank
- Disney
- Ernst & Young
- Giorgio Armani
- IBM
- Morgan Stanley
- National Association for the Specialty Food Trade
- NYSE/ Euronext
- SCHOTT North America, Inc.
- UBS
- ZenithOptimedia

Connect with industry insiders: In addition to the connections and advice our faculty offer, our alumni—who are themselves industry insiders, rising and leading in a wide range of enterprises—actively connect with current students through our [LinkedIn mentoring program](#).

Convenient locations: Pursue your MBA in Marketing Management at either graduate campus:

- [Lower Manhattan](#) in the financial district
- [White Plains](#) in suburban Westchester County, NY

Take full advantage of your [dedicated team of advisers](#) while you're here. They can guide you through the program and into your career, opening doors and making connections for you.

Elite accreditation: Lubin's dual accreditation by [AACSB International](#), the [Association to Advance Collegiate Schools of Business](#), in both business and accounting, is an elite distinction shared by fewer than 2% of business schools in the world.



972 students [from 84 countries](#). Build your global network and take it with you when you graduate!

Admission Requirements

A U.S. bachelor's degree or an equivalent degree from a

• **Excellent compensation:** \$53,507 is the average starting salary for MBA in Marketing Management graduates (*Source: Pace University Career Services Annual Reports*)

• **Employment** of market research analysts is expected to grow 41% from 2010 to 2020 (*Source: Occupational Outlook Handbook, U.S. Department of Labor, 2012-2013*)

• In the 2014-2015 **Payscale College Salary Report**, Lubin ranked in the top 7% for Best Grad Schools.



• **Make your career move**

with one of the over 300 employers who recruit Pace graduates every year

• **Varied industries and [professional paths](#)**

• **Exciting opportunities** at respected companies and organizations. Companies that have hired recent graduates of the MBA in Marketing Management program include:

- Bayer Healthcare
- Consumer Reports
- IBM
- Townley, Inc.
- ZenithOptimedia

• **Join our [distinguished alumni](#)** pursuing careers around the globe

Lubin = Exceptional Access to NYC Opportunities

In the center of New York City's business life, Lubin introduces you to successful business leaders and thriving multinational corporations. Connect directly with the world-class individuals who serve as an [Executive- or Entrepreneur-in-Residence](#) at Pace. We nurture relationships with many of the world's leading executives, to broaden and deepen your learning experience—far beyond what you can expect at any other business school:

- Meet [top executives](#) when they visit your classes and lecture on campus.

Off campus, we get you *through* the door and *behind the scenes* for unique opportunities, thanks to our rich and well-developed network of alumni and corporate partners:

- **A Fortune 100** company headquarters in metropolitan New York City
- **The Fed:** Research at the Federal Reserve Bank - almost 100 Lubin alumni are employed here

foreign school is the preferred undergraduate degree requirement for admission into the MBA program. In addition to a resume, a personal statement, a GMAT or GRE score report, and two recommendations, applicants must submit official transcripts from all colleges and universities they have attended. If you are an MBA applicant who already holds a business-related master's or doctoral degree, you may request a waiver of the GMAT or GRE. A recent TOEFL score, no more than two years old, is required of all applicants whose native language is not English. Recommended application deadlines are August 1 for the fall entry term and December 1 for the spring entry term. Click for our [Application Guidelines and Checklist](#).

For admission information, please contact:

New York City campus	White Plains Graduate Center
Graduate Admission	Graduate Admission
Phone: 212-346-1531	Phone: 914-422-4283
E-mail: gradnyc@pace.edu	E-mail: gradwp@pace.edu

Click for information about [information sessions](#), [online chats](#), and other recruitment events, or call 212-346-1323 for more information. To request a brochure, catalog, application packet, or other printed materials, please fill out our [online form](#). You may also call 1-800-874-PACE or send your request via e-mail to infoctr@pace.edu.

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- **NYSE:** The rush of the trading floor

Firsthand: Advantages of the Lubin Experience

"Lubin offers many networking opportunities that are available to students on a daily basis. Its ideal location, near Wall Street, and insightful and knowledgeable faculty/advisers place students in a position to succeed. I can certainly say I'm happy I chose to pursue my MBA in Marketing Management at Lubin and not any other school in the metropolitan area."

- Irina Dementyeva '15

"The Lubin Marketing Management MBA prepared me well to lead my division's marketing efforts in a changing, global environment. I'm most impressed by the quality of the education I received, the insight into corporate strategy from active and real leaders, and the depth and breadth of experiences provided by my professors."

- Stephanie Koutsares '07
Marketing Manager, Grant Thornton

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