

KU Edwards Campus Graduate Degree Comparison

	MBA	Marketing Communications
Tuition	\$523.80/hr (\$25,142.40)	\$372.25/hr (\$13,401.00)
Hours to Complete	48 hours	36 hours
Class Times	Primarily 2-hour credit classes; Meet 1 night/week for 3.5 hours in 8-week sessions.	3 hour credit classes meet 1 night/week for 2.5 hours.
Completion	Complete in 3 years up to 6 years	Completion in 2.5 years possible; complete in 4 years by taking one class each semester all year round. Up to 7 years to complete. Final project and Final Exam required.
Tag Line	We're not business as usual.	Learn it tonight. Use it tomorrow.
Application Requirements		
KU Application	Yes	Yes
Application Fee	\$60/\$65	\$45/\$55
Letters of Recommendation	2	3
# of Transcripts	1	2
Exam Requirements	GMAT	GRE or GMAT
Writing Sample	3 essays	See Other
Statement of Interest or Purpose	No	Yes
Resume	Yes	Yes
Other	Academic Code of Honor; Two years of work experience	Examples of professional work; Two years of work experience
Application Dates		
Fall	6/1	Early deadline: 2/1; Late deadline: 7/1
Spring	11/1	11/1
Summer	N/A	Contact Records Coordinator

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MBA

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Curriculum Parallels		JOUR 819 Writing for Marketing Communications
	BUS 711 Marketing Management BUS 768 Marketing Communications	JOUR 820 Marketing Fundamentals
	BUS 720 Strategic Management BUS 772 Sales Force Management	JOUR 821 Integrated Marketing Communications & Sales Strategies
	BUS 738 Database Management	JOUR 822 Database Development and Management
	BUS 765 New Product Management	JOUR 826 Media and Innovation
	MGMT 807 Ethical Decision Making in Business	JOUR 827 Marketing Ethics
	BUS 703 Accounting I BUS 709 Financial Management	JOUR 828 Financial Fundamentals for Communicators
	BUS 770 Metrics and Statistics in Marketing Research	JOUR 829 Marketing Communications Research
	BUS 771 Global Marketing BUS 810 International Business	JOUR 834 International and Multi-cultural Marketing Communications
	BUS 774 Internet Marketing	JOUR 831 Technology in Marketing Communications
Other Courses	BUS 701 Organizational Behavior BUS 702 Managerial Economics BUS 704 Statistical Decision Making BUS 705 Human Resources Management BUS 707 Global Macroeconomics BUS 708 Introduction to the Legal Environment of Business BUS 766 Consumer Behavior	JOUR 823 Branding in Marketing Communications JOUR 824 Creative Process JOUR 825 Relationship Marketing JOUR 832 Leadership and Management in Marketing Communications