

# Advance Your Career with a Master's in Marketing

## SPECIAL OFFER

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## Prepare for an In-Demand Marketing Job

The number of open marketing roles is growing at two times the national average with a **15.6%** growth rate. That means **more than 300,000** new digital marketing jobs through 2030. Prepare yourself with an up-to-date master's degree in marketing.

- **Two specializations.** Built in collaboration with Google, WGU's new M.S. in Marketing features two tracks. The digital marketing track is tailored to creative marketers while the digital marketing analytics track is for technical marketers interested in data.
- **Accredited.** The degrees from WGU's College of Business are ACBSP accredited and designed by industry experts, giving you the credibility you deserve.
- **Online and flexible.** WGU degree programs are 100% online, with no specific class times. Complete coursework and take tests on a schedule that works for you.
- **At your pace.** You're in control of how fast you finish your degree—move as quickly as you master the material. Many students earn their master's in 6 to 12 months.
- **Affordable.** WGU invests in your future by providing scholarships such as the [Master Your Future Scholarship](#). With grants and financial aid available, there's a good chance you could graduate with little to no new student debt.



## Success Starts Here

Whether you're looking for a raise, job shift, or promotion, the M.S. in Marketing program will give you the certifications and in-demand skills to rise to the top as a marketer.

More about this Degree →

## Accredited, Respected, Recognized

One important measure of a degree's value is the reputation of the university where it was earned. When employers, industry leaders, and academic experts hold your alma mater in high esteem, you reap the benefits of that respect. WGU is a pioneer in reinventing higher education for the 21st century, and our quality has been recognized.



ACCREDITATION  
COUNCIL FOR  
BUSINESS SCHOOLS  
AND PROGRAMS



## Bachelor's Degrees

[Business Management – B.S. Business Administration](#)

[Healthcare Management – B.S. Business Administration](#)

[Human Resource Management – B.S. Business Administration](#)

[Information Technology Management – B.S. Business Administration](#)

[Marketing – B.S. Business Administration](#)

[Accounting – B.S. Business Administration](#)

[Health Information Management – B.S. \(from the College of Health Professions\)](#)

## Master's Degrees

[Master of Business Administration](#)

[MBA Information Technology Management](#)

[MBA Healthcare Management](#)

[Master of Health Leadership \(from the College of Health Professions\)](#)

[Management and Leadership – M.S.](#)

[Accounting – M.S.](#)

[Marketing – M.S.](#)

[Data Analytics – M.S. \(from the College of Information Technology\)](#)

[Learning Experience Design and Educational Technology \(from the Teachers College\)](#)

## Earn Your Degree for about Half of the Cost of Other Online Universities\*

You pay tuition per six-month term, not per course or credit. So when you move faster through your courses, you also lower your total bill!



WGU students pay half the tuition, and end up with half the debt of the national average.

\*WGU average annual bachelor's tuition rates are 61% of the national average, compared to national rates reported by The Institute for College Access & Success. WGU average rate does not include rates for WGU Bachelor of Science, Nursing Prelicensure program.

- Low, flat-rate tuition.
- Graduate faster and with less debt.
- Financial aid and scholarships available.
- Online education with supportive faculty.
- VA and military benefits accepted.
- Great return on investment.
- All course materials for a low, flat fee.

# Spend Less with Flat-Rate Tuition

## Undergraduate

College of Business undergraduate program tuition

\$3,575

## Graduate

College of Business graduate program tuition

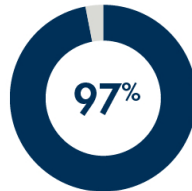
\$4,530

*Tuition rates effective October 1, 2022. Tuition covers unlimited courses per term.*

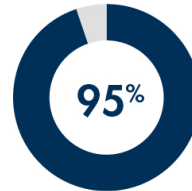
**All programs:** \$200 per-term Resource Fee covers e-textbooks and learning resources, saving you thousands. Nonrefundable \$65 one-time application fee. **Program fees and other fees:** Some programs have small per-term or one-time fees specific to that program's costs. Your Enrollment Counselor can provide more information.

## Prepared for Success on the Job

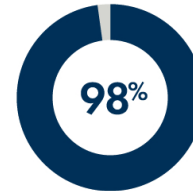
From a 2021 Harris Poll of 300 employers of WGU graduates.



97% of employers said that WGU graduates were prepared for their jobs.



95% of employers said that they would hire another WGU grad.



98% of employers said WGU graduates met or exceeded expectations.

## Get Started on Your Journey

Let us know what kind of information you'd like and how you'd like us to be in touch. The personalized support you receive at WGU starts long before you become a student. In fact, it starts now:

### Email Me

Receive a Program Guide full of detailed information on your program of interest. We'll also send you a code to waive the \$65 fee when you're ready to apply!

Email Me 

### Call Me

An Enrollment Counselor specializing in your college of interest will answer your questions and can even help you pick a program. No obligation, no pressure!

Call Me 

### I'm Ready

Ready to get the ball rolling? Complete the application and get priority applicant status with our Enrollment Counselors. Apply now and we'll waive the \$65 fee!

Apply Free 

## The University of You.

### The University

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