Prepare for an In-Demand Marketing Job

The number of open marketing roles is growing at two times the national average with a 23.6% growth rate. That means more than 300,000 new digital marketing jobs through 2020. 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.

Accredited, Respected, Recognized

Bachelor's Degrees

- Business Administration
- Healthcare Administration
- Human Resource Management
- Information Technology Management
- Marketing
- Accounting
- Health Information Management (from the College of Health Professions)

Master's Degrees

- Master of Business Administration
- M.B.A. Information Technology Management
- M.B.A. 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 Teacher's 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 tuition costs are 75% of the national average, compared to national data from the 2016-2017 U.S. Department of Education. National average data are not inclusive data. For WGU Bachelor of Science Nursing Program.
Spend Less with Flat-Rate Tuition

Undergraduate  
College of Business undergraduate program tuition  
$3,575

Graduate  
College of Business graduate program tuition  
$4,530

(Effective October 1, 2022. Details vary by program. New students are subject to limited enrollment.)

Prepared for Success on the Job

- 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 Catalog full of detailed information on your program of interest. We'll also send you a code to waive the $55 fee when you're ready to apply.

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

I'm Ready  
Ready to get the ball rolling? Complete the application and get priority applicant status with your Enrollment Counselors. Apply now and we'll waive the $55 fee!