

NEWS RELEASE

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USM to Expand MBA Offerings with Marketing and Advertising Management Concentration

(Leavenworth, Kan.)—The University of Saint Mary is expanding its MBA program to include a new concentration in marketing and advertising management. The new concentration is in direct response to student demand as only a limited number of area institutions offer a marketing MBA.

The new USM MBA concentration will focus heavily on the advertising management portion, said Dr. Ron Logan, chair of the USM business department and head of the MBA program.

“We’re always looking to expand our offerings and make sure we’re meeting the needs of our students,” Dr. Logan said. “We’ve often heard from students and recent grads that’d they like to see a marketing concentration. In researching what other area MBA programs are offering, we have found that only a handful offer some form of marketing concentration, and none offered it mixed with advertising management.”

The curriculum for the new concentration is being designed by David Reynolds, a USM assistant business professor with nearly three decades of professional marketing experience on his resume. Among his career stops, Reynolds was vice president of marketing and public relations for the Branson Area Chamber of Commerce and the division administrator for the Iowa Division of Tourism.

Reynolds stressed that the USM offering’s focus on advertising management presents area marketing professionals with a rather unique opportunity for career advancement.

“Our new MBA concentration in marketing and advertising management is ideal for people working in marketing or advertising who want to take their careers to the next level,” Reynolds said. “Students will learn about consumer behavior, market research, and media planning. These are skills that will make them more marketable in the marketing and advertising industry.”

In a challenging employment climate, an MBA is a better investment than ever, noted Elizabeth Garza Lang, associate director of USM business programs.

“The need for an MBA is greater now than it has ever been” Garza Lang said. “The market is changing and employers are requiring individuals with broader knowledge and skill sets. They’re looking for individuals who are experts, who can think strategically and think analytically. It’s an employer’s market.”

The new concentration is in addition to the four existing MBA paths at USM: general management, human resource management, finance, and health care management. Courses in USM’s MBA program are offered at two USM locations—in Overland Park adjacent to Saint Thomas Aquinas High School and at Providence Medical Center in Kansas City, Kan. Designed with the working professional in mind, courses are offered in accelerated 8-week sessions with six terms a year. Classes meet one night a week.

Kristen Eismont, a recent USM MBA grad, called the university's MBA program convenient and perfectly paced.

"I knew that every professor at the University of Saint Mary was interested in making me successful," Eismont said.

The University of Saint Mary MBA program has received specialized accreditation through the International Assembly for Collegiate Business Education (IACBE), Olathe, Kan. Learn more about the USM MBA program at www.stmary.edu/mba.

The University of Saint Mary is a Catholic co-educational applied liberal arts university founded and sponsored by the Sisters of Charity of Leavenworth. The University of Saint Mary is located at 4100 South 4th Street, Leavenworth, Kan., with additional locations in Overland Park, Shawnee, and Kansas City, Kan. Visit www.stmary.edu for more information.

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