RELAUNCHING THE

DANIELS MBA PROGRAM



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CURRENT MBA MARKET TRENDS

A 6.5% decrease in applications observed in fall 2022

Growing popularity of specialized analytics programs

Increasing demand for distinctive offerings

Emphasis on industry-aligned skill development







FOCUS AREAS



Globally-Appealing & Trend-Adaptive



Enhanced Placement Support



The Benefit of Scholarships







POSITIONING STATEMENT

"Daniels School Full-Time MBA Program — Where STEM Excellence Meets Unmatched ROI. Unleash Your Potential in a Data-Driven World While Ensuring a Smart Investment in Your Future."





COMPETITOR BENCHMARKING RECOMMENDATIONS

AGE GROUP

25-35 years of age

WORK EXPERIENCE

4-5 years of work experience

TUITION FEES

\$60,000 per year

PROJECTED SALARY

\$140,000 median salary





OUR PROGRAM HIGHLIGHTS



Two-year STEM-certified MBA program with 4 concentration tracks.



Strong post-graduation salary outcomes, positioning itself as a high ROI choice for quality business education.

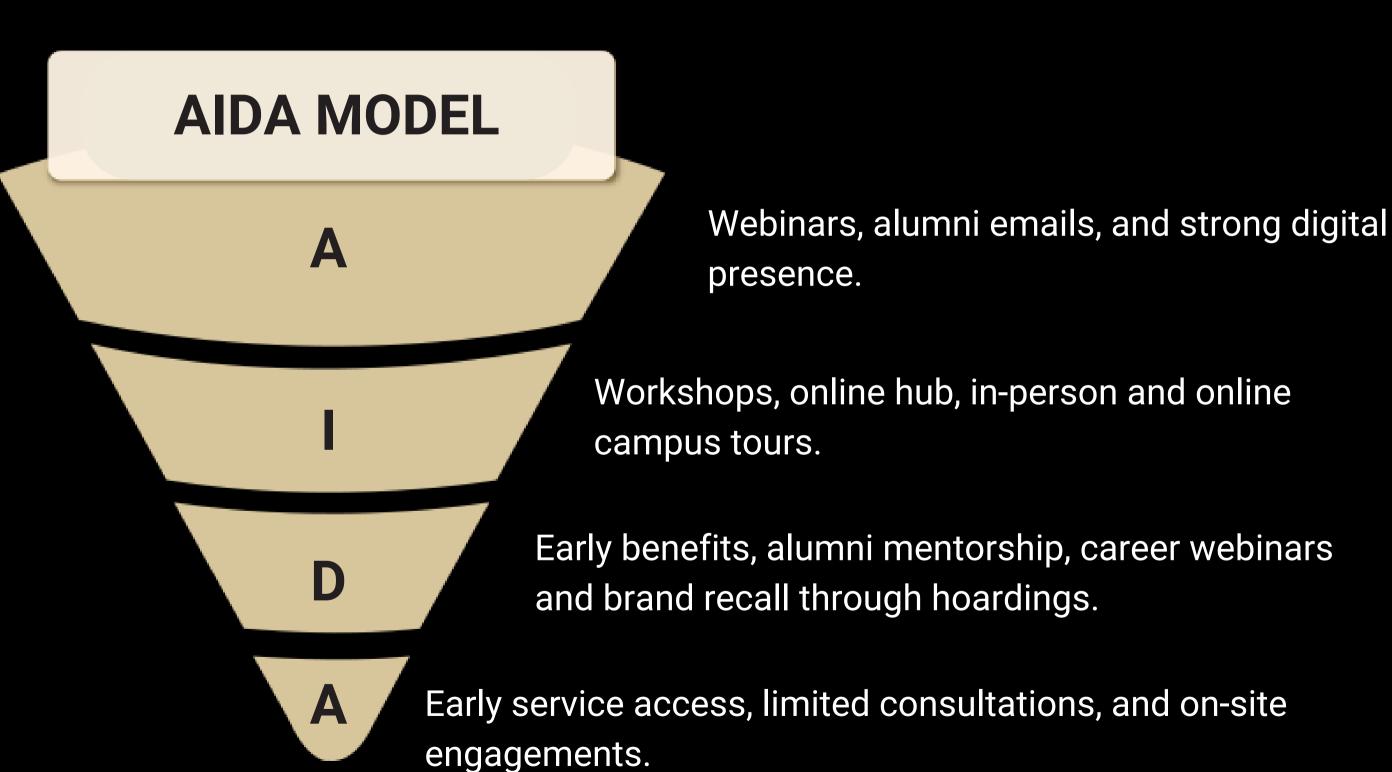


Competitive tuition fees with 25-50% scholarships for half of the students and full scholarships for 10%, ensuring affordability.



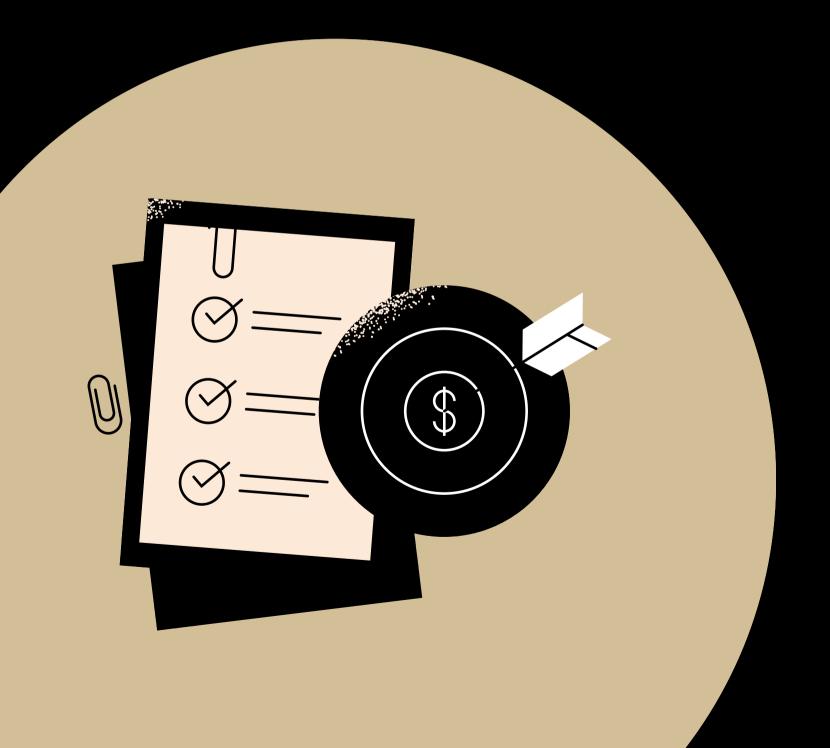
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MARKETING PLAN





BUDGETTING



Academics

• Continuous program enhancement for relevance.

Placement

• Elevated with off-campus fairs, company visits.

Networking

 Engage through LegacyConnect25 initiative.

Marketing

• Strategic investment for program visibility.

Scholarships

• Attract top talent with financial support.



FUNDRAISING

LegacyConnect25 Campaign

Alumni-Student Mentorship Program Alumni
Recognition
Gala

Commemorative Merchandise



THANK YOU