



CSU GLOBAL

Master of Business Administration in PRODUCT MANAGEMENT

CSU Global's MBA in Product Management equips students to navigate the intricacies of the contemporary business landscape, covering the entire life cycle of a product or service. The curriculum fosters a comprehensive grasp of strategic decision-making, brand management, and innovation, integrating key elements such as marketing, analytics, supply chain, finance, and operations. This distinctive approach ensures a holistic proficiency in managing products and services across diverse markets.

Key Takeaways

- Implement new product development processes and optimize resources within a continuous improvement perspective
- Create and implement integrated brand and marketing strategies, communications, and promotional budgets
- Apply strategic financial decision-making processes, including managing operations and supply chains
- Create a brand story and employ digital storytelling using social media platforms, evaluate the effectiveness of digital storytelling using engagement metrics, and manage a brand's online reputation through digital content creation

Career Opportunities

Earning an MBA in Product Management will open up a variety of career options to you, including roles as a product manager, senior project manager, and director of product management. The typical salary for someone with this credential is \$140,000 - \$150,000.

Top Product Management-Related Job Titles

CSU Global students see a return of \$4.90 in higher future earnings and benefits for every dollar invested in their CSU Global education.

Product Manager | Median Pay: \$114,639

Senior Project Manager | Median Pay: \$148,419


Director of Product Management | Median Pay: \$178,668

Salary information based on Lightcast data from O*NET Online by the U.S. Department of Labor, Employment and Training Administration.


ADMISSION REQUIREMENTS

Bachelor's degree from an institution that is accredited by an approved institutional accrediting agency with a cumulative undergraduate GPA of 3.00 or higher. Students who do not have a previous business-related degree from an ACBSP-accredited program must complete BUS500 before completing other program requirements. Provisionally admitted students whose undergraduate degrees do not meet the requirements will complete RES500 or RES501 rather than BUS500.

**30**
CREDIT HOURS

**100% online**
FORMAT

**PREREQUISITES REQUIRED**

**\$675 USD**
PER CREDIT

More Info

Visit us at [CSUGlobal.edu/paths](https://www.csuglobal.edu/paths)
or talk to an enrollment counselor by calling 800-920-6723



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The MBA in Product Management is 30 credit hours, which includes:

COURSE NUMBER AND TITLE
MBA510 Creating and Implementing Marketing Strategies
MKG502 Product and Brand Management
MKG521 Advanced Marketing and Analytics Research
MKG532 Digital Storytelling
MBA520 Financial Accounting and Reporting
MBA530 Financial Decision Making
MBA540 Managing Operations and Supply Chains

Note: Some MBA students may be required to take RES500, RES501, or BUS500 based on admissions requirements. In this case, the degree is 33 credit hours.