



NEWS RELEASE

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DAVENPORT UNIVERSITY'S DONALD W. MAINE COLLEGE OF BUSINESS TO LAUNCH NEW GRADUATE DEGREE PROGRAM AND MBA MARKETING CONCENTRATION

GRAND RAPIDS, Mich., May 20, 2013 – Davenport University's Donald W. Maine College of Business is launching a new **Master of Management** degree program in the Fall 2013 semester, available at Davenport's Peter C. Cook Center in downtown Grand Rapids, the new Lansing Campus, the Livonia Campus and online. Also, a new **MBA–Marketing Concentration** will be available in Grand Rapids and online beginning in Fall 2013. Finally, a new **Morning MBA** format will be available at the Cook Center and in Lansing and Livonia starting this fall.

"Davenport's College of Business is excited to offer these new and innovative additions to our list of graduate-level programs," said Dr. Michael Bowers, Dean for Davenport's Donald W. Maine College of Business. "With these additions, a variety of graduate programs featuring different times, locations and concentrations will better enable students to make selections that fit their individual needs."

Participants in these programs will develop core competencies as they learn from senior-level executives from notable organizations in the region. These experts will enrich the learning of these new programs by sharing their expertise on topics relating to the course learning outcomes, and also will lead learning experiences such as problem-based case analysis and simulations specifically designed as experiential learning opportunities.

New -- Master of Management Degree

The new Master of Management program will develop key management capabilities desired by all industries and organizations. The program will be available in the Fall 2013 semester in Grand Rapids, Lansing, Livonia and online. The Master of Management program provides a focus on leadership, change management and organizational structure and design, while placing an emphasis on critical thinking, data analysis and decision-making capabilities. The program can usually be completed in 20-months with a flexible course schedule.

New -- MBA–Marketing Concentration

The new MBA–Marketing Concentration is designed for professionals seeking to advance in

their careers as well as entry-level professionals who desire to grow in the dynamic and challenging field of marketing. The program will help those who seek to keep pace with industry trends such as multicultural marketing, strategic brand marketing, entrepreneurial marketing and emerging media. The marketing concentration involves students in leading edge topics such as digital marketing, social media, new brand development and emerging consumer behaviors. Pricing, distribution, integrated marketing communication, multinational and international marketing topics are expanded to give students experience with their application in the business arena. Once completed, the MBA–Marketing Concentration prepares students for strategic, upper level marketing management positions. The program can usually be completed in 24 months or sooner and will be available in Fall 2013.

New -- Morning MBA

The new Morning MBA is the only program of its kind in the state, offering courses in Davenport's MBA—Strategic Management Concentration. This 18-month MBA program is quite different from typical evening programs, including insights from high-level executive content in an accelerated learning format that provides a convenient alternative to existing evening programs. Classes will meet from 6:30–9 a.m. one or two days a week in a cohort format with an emphasis on leadership development and strategic decision making. With an accelerated seven-week course period, the Morning MBA program also will include time for networking with senior level executives and classmates. The Morning MBA will be available in Fall 2013.

Executive MBA

Davenport's Executive MBA continues to be offered at campuses across the state and is designed for more experienced managers. The curriculum takes an integrated approach that emphasizes strategic leadership development and global perspectives. Outcomes include executive-level challenges and opportunities using knowledge from all functional areas of a global organization. The program can usually be completed in 20 months in a cohort format that features learning led by senior level executives.

MBA -- Evenings & Online

The MBA—Strategic Management Concentration continues to be available in the evenings or online. Emphasis on strategic decision-making skills and leadership in both the public and private sectors are a key component to this curriculum. The program can usually be completed in 24 months or sooner with a flexible course schedule. Online MBA programs also feature concentrations in accounting, finance, health care management, human resource management and strategic management.

The Master of Management, MBA–Marketing Concentration and Morning MBA programs all begin in the Fall 2013 semester. Visit davenport.edu/graduate for more information.

About Davenport University

Founded in 1866, Davenport is a private, non-profit university serving more than 11,000 students at campuses across Michigan and online. With tuition among the lowest of all private universities in the state, Davenport provides high academic quality, small class sizes, conveniently located campuses, faculty with real-world experience and more than 50 dynamic undergraduate and graduate programs addressing in-demand careers in business, technology and health professions. More information is available at www.davenport.edu.

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