

Tennessee Tech Distance MBA Program

Utilizing the available resources right in their own building, the MBA program at Tennessee Tech sought out the marketing expertise of the BMC. Collaborating with the new TTU website design, new billboards and new brochures were produced using the modern design scheme. Innovative marketing initiatives were put in place, like utilizing social media, advertising in targeted magazines, placing promotional displays in the Nashville airport, and attending several graduate-school and career fairs.

"Our program is the only one in the state where you can obtain a degree completely online. Other programs have online courses, but they require some sort of minimum interaction on campus, whether it is for orientation or proctored exams. We just want to let students know that they can receive a degree online that isn't any different than a degree they would receive on campus. It's the same

professors, it's the same courses, and it's the same diploma. Working with the BusinessMedia Center has allowed us to market the program in a new, insightful way, and I am excited to see the results," said Tom Timmerman, MBA director.

"As an MBA student, I have a passion to see our program succeed. We have knowledgeable faculty and flexible delivery methods that appeal to every kind of student. Making sure that students, not only across Tennessee but across the country, know that they can get a high-quality education at an affordable price is important to me. With the center's marketing background, we were able to help the program grow and expand into new areas," said Amanda Brown, BMC intern.

