Marketing Part-time MBA Programs: Understanding the Need for and Dimensions of Flexibility

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Abstract

Flexibility likely plays a major role in MBA recruitment, particularly for part-time MBA programs. This begs the question, what does flexibility really mean in regards to education? This paper examines the issue of MBA program flexibility. The paper utilizes exploratory research to help MBA marketers better understand consumers need for flexibility and to identify dimensions on which MBA marketers can build flexibility into their programs.

Keywords

higher education; flexibility; dimensions of flexibility; MBA programs