

Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice
Proceedings 2010

Association of Marketing Theory and Practice
Proceedings

2010

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

Lynn C. Dailey
Capital University

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010



Part of the [Marketing Commons](#)

Recommended Citation

Dailey, Lynn C., "Marketing Part-time MBA Programs: Understanding the Need for and Dimensions of Flexibility" (2010). *Association of Marketing Theory and Practice Proceedings 2010*. 31.
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010/31

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

MARKETING PART-TIME MBA PROGRAMS: UNDERSTANDING THE NEED FOR AND DIMENSIONS OF FLEXIBILITY

Lynn Christine Dailey

Building: Hilton Ocean Front Resort

Room: Promenade 6

Date: 03-25-2010 - 08:00 AM – 09:15 AM

Last modified: 01-19-2010

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