



College of Business

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FOR IMMEDIATE RELEASE:
April 23, 2010

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ECU's MBA Program Earns Top Marks for Online Education Value

Greenville, N.C. – The College of Business at East Carolina University has again earned national recognition for its online MBA program. GetEducated.com, a consumer group that rates online colleges in the U.S. for cost, quality, and credibility, ranks ECU as the number three most affordable online AACSB-accredited MBA program in its latest national survey, released April 21, 2010.

According to GetEducated.com, earning an MBA at ECU costs approximately \$9,000 for an in-state student. The average cost of a program accredited by the AACSB is \$32,926. The most expensive AACSB-accredited distance MBA costs about \$119,000.

Vicky Phillips, founder and chief education analyst at GetEducated.com, said, "East Carolina University offers North Carolina residents a chance at a high-quality graduate degree through distance learning for about one-quarter the cost of the national average. That's an amazing value."

Phillips continued, "The number one concern shared by online students is cost. Credibility, however, remains an almost indistinguishable second. Students are not willing to sacrifice one for the other; they want affordable, high-quality education that enjoys the respect of employers and community leaders where they live and work. ECU is an excellent example of a public university that is meeting its mission to help prepare business leaders for tomorrow's global interconnected economy by teaching virtual communication and teamwork as an integral part of a contemporary business curriculum."

Dr. Frederick Niswander, dean of the College of Business, said, "Our high quality, flexible online MBA program has offered tremendous value since we first began offering distance education courses more than 10 years ago. It is identical to our campus-based program in terms of admission standards, course work, and faculty. As an AACSB-accredited business school for more than 40 continuous years, we are increasingly recognized as a national leader in online education. Every day we continue to build on our strong value-proposition here at ECU."

The online university rankings are based on a national survey of 69 AACSB-accredited business schools that offer 133 MBAs using distance learning technology. Surveys are undertaken every two years. ECU's online MBA program has been named a Top Ranked Best Buy for the last three ranking periods.

About the College of Business at East Carolina University

The College of Business at East Carolina University was founded in 1936 and has been continuously accredited by the AACSB since 1967. Located in Greenville, N.C., the college continues to grow substantially and now has more than 3100 undergraduate students, 870 graduate students, 135 faculty members, as well as 30 degrees, majors, and concentrations.

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