

**MBAS WHO CONCENTRATE IN MARKETING:
SKILLS/ABILITIES IMPROVEMENT AND RETROSPECTIVE EDUCATIONAL NEEDS**

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ABSTRACT

A goal of MBA programs is to develop management knowledge and technical skills in students that will prepare them for their careers. This study examines the level of improvement in skills and abilities reported by the MBA graduating classes of 2000, 2001, and 2003 in global samples. Students who concentrated in marketing are compared with those who did not. The study also examines the retrospective educational needs of alumni of the classes of 2000, 2001, and 2002 one year after graduation and compares marketing and nonmarketing alumni.