



AMITY
UNIVERSITY
ONLINE

**STUDY
ABROAD**

**YOUR PATHWAY TO
SUCCESS**

GLOBAL PATHWAY PROGRAMS



YOUR SURE SHOT OPPORTUNITY
TO STUDY ABROAD FROM TOP
FOREIGN UNIVERSITIES



AMITY
UNIVERSITY
ONLINE

STUDY
ABROAD

Lawrence
Technological
University®

Be curious. Make magic.

Amity Online
- Study Abroad

MBA
in Marketing

PROGRAM HIGHLIGHTS

01

Coursework Distribution

18 semester credits from Amity University and 18 semester credits from Lawrence Technological University

02

MBA Program Duration

6 months hybrid program at Amity University Online and 12 months on-campus at Lawrence Technological University in USA

03

Cost Savings

Students can save up to INR 24.2 lakh on tuition fees

04

Standardized Test Waiver

No GMAT/GRE/IELTS/TOEFL required for admission

05

Optional Practical Training (OPT)

Opportunity to gain work experience in USA for up to 3 years through OPT

Why Study in USA?

- Home to 25% of the world's top 100 universities, the USA offers unparalleled academic excellence.
- With over 4,000 universities offering 34,000+ programs, USA provides an extensive array of educational opportunities.
- The USA invests \$500 billion annually in research, fuelling innovation across diverse fields.
- Remarkably, 1 in 5 CEOs worldwide earned their degree from the USA, underscoring its influence on global business leadership.
- Over 1 million international students choose the USA annually, fostering a vibrant, multicultural learning environment.
- International graduates in the USA enjoy up to 3 years of work permit, enhancing their career prospects significantly.

18 Semester Credits



AMITY UNIVERSITY
ONLINE

Students will complete 18 credits towards the program.

30%

coursework in India

PATHWAY SPECIFICS

70%

coursework at
Lawrence Technological University, USA

18 Semester Credits

Lawrence Technological University®

Be curious. Make magic.

Students will complete 18 credits towards the program.

Overall Expenses
Just — **\$40,005**

Minimum Time to Complete	18 Months
Tuition Fee	\$20,000
Living Cost	\$14,995
Overall Cost	\$34,995
Loan Assistance Up to	100%
Amity Online - Study Abroad Pathway Program	\$5,010
Total Expense	\$40,005
Earning Income (PA)	\$80,000* - \$220,000*

*Source: Payscale



Break through Business Boundaries.

MBA (Master of Business Administration) in Marketing
– Lawrence Technological University

Smart STEM-MBA. Smarter Savings.



Streamlined
admission



Save up to 24.2 lakh
with Amity Online - Study
Abroad



Easy international
work permit



Credit transfer
acceptance

Why MBA from Amity Online - Study Abroad?

Amity Online - Study Abroad offers comprehensive support for students, addressing everything from minor tasks like program registrations and the admission process to major challenges such as VISA applications and documentation. Beyond administrative assistance, Amity Online - Study Abroad ensures comprehensive language classes and cultural training, preparing students thoroughly for their international journey. This equips students with the skills, confidence, and additional advantages that are necessary for success, enhancing the entire overseas experience.

Amity Online - Study Abroad Advantages

- Save time & money studying abroad
- Waiver for GRE/GMAT/IELTS
- Balanced industry-aligned curriculum
- Global exposure and connections
- Smooth academic progression
- Financially rewarding programs
- Counseling support at every step
- Cutting-edge technology integration
- Alumni status
- Simplified VISA procedure

Why pursue your MBA in Marketing abroad at Lawrence Technological University?

Early Access to Graduate Courses

Students can take graduate-level courses toward their MBA degree as early as their junior year. This unique opportunity allows them to accelerate their academic progress and gain advanced marketing knowledge early on, providing an edge when entering the job market.

Learn from Experienced Faculty

At LTU, students gain cutting-edge marketing insights from faculty with real-world experience in sales and marketing. The professors not only impart academic knowledge but also share their personal experiences, helping students develop critical thinking skills and the practical expertise required to succeed in their careers.

Exposure to Modern Marketing Techniques

The program provides a comprehensive understanding of the latest marketing theories and techniques. Faculty members emphasize how consumer behavior is shaped by brand interactions, ensuring that students are well-versed in modern marketing strategies that align with current industry trends.

Personalized Learning Environment

LTU fosters an environment where professors teach with empathy and build strong relationships with students, creating an optimal space for learning. This close-knit educational experience ensures that students receive personalized attention, fostering deeper understanding and engagement with the subject matter.

Strong Career Development Support

Students at LTU benefit from robust career services, including access to internships, industry partnerships, and career placement assistance. The university's strong connections with the business community help marketing graduates transition smoothly into high-demand roles.

STEM Designation

The program holds a STEM designation, which is particularly advantageous for international students. This designation not only signifies a strong analytical and technical foundation but also offers extended Optional Practical Training (OPT) periods, enabling students to work in the U.S. after graduation for up to three years.

Roadmap to Success



Student Reviews

I would like to extend my gratitude to the entire Amity Online - Study Abroad team who made it so easy for me to live my dream of experiencing overseas education. They helped me at every step of the study abroad application process, which left me with ample time to focus only on my academics.



Eishvak Sengupta



To any student considering abroad education, I strongly recommend the Amity Online - Study Abroad Pathway program since it's more than just a pathway to your master's degree abroad; it's a transformative journey of personal and academic growth. From the initial consultation to the moment I stepped foot on campus overseas, the support I recieved was unparalleled.



Piyush Arora



I am glad to have been a part of the Amity Online - Study Abroad Pathway Program. According to me, what sets the program apart is its personalised approach. Unlike other service providers, they didn't push me to pick from the pool of several foreign universities but, took the time to understand my academic interests, career goals, and financial constraints to recommend the best-fit institutions. This tailored guidance was invaluable and was a great add-on to the many benefits of studying abroad.

Mahek Sharma



Career Opportunities

MBA in USA offers diverse career opportunities

MBA in marketing programs provide a number of distinct advantages over other graduate marketing programs and standard MBAs. Because these programs combine a marketing focus with a broader business curriculum, graduates are well-prepared to lead the marketing function and collaborate with corporate CEOs, boards of directors, and other stakeholders. Unlike master's programs that only focus on marketing, an MBA in marketing guarantees that you comprehend the larger environment in which your firm functions and makes choices.

Jobs after MBA in USA

Chief Marketing Officer

Average salary of approximately

\$217,000

per year

Digital Marketing Director

Average salary of approximately

\$115,000

per year

Director of Public Relations

Average salary of approximately

\$139,999

per year

Marketing Manager

Average salary of approximately

\$81,000

per year

Curriculum Overview

Students will complete the first 6 months of their Master's Program at Amity University and the remaining 12 months at Lawrence Technological University
Here's how the syllabus expands across the two segments

Earn 06 Credits
at Amity University

MBA

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- **Accounting for Managers**
- **Statistics for Management**
- **Marketing Management**
- **Apps in Disruptive Technologies**
- **Entrepreneurship**

Curriculum Overview

Students will complete the first 6 months of their Master's Program at Amity University and the remaining 12 months at Lawrence Technological University
Here's how the syllabus expands across the two segments

Earn 32 Credits
at Lawrence Technological
University

MBA

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- **Financial Management**
- **Reflective Leadership**
- **Operations and Supply Chain Management**
- **Global Strategic Management**
- **Project Management**
- **Agile Project Management**

Amity Online - Study Abroad Pathway Overview

Program Duration and Format

- 6 Months - Hybrid - Amity University Online
- 12 Months - On Campus at Lawrence Technological University, USA

Program Fee Course Curriculum

- Amity Online - Study Abroad Pathway Program from Amity University Online - 4,50,000
- On Campus MBA Degree at Lawrence Technological University - \$20,000

Eligibility Criteria

- Applicants for LTU MBA from Amity will be considered for admission if they have a US equivalent GPA of 3.2 or higher in their undergraduate studies. The final admission determination will rest with LTU University.
- Applicants for LTU MBA who successfully complete all pathway courses at Amity with a grade of B or better in all courses will meet LTU's requirements for the MBA, transfer in courses, and waiver of the relevant courses from LTU.
- All applicants must submit English language proficiency test scores and meet minimum requirements per program. Students interested in the program must demonstrate an excellent command of spoken and written English and a relevant educational background. An overall minimum composite score of 115 on the Duolingo English test or a score of 90 or above in TOEFL is necessary for application.

Selection Process

Step 1: Application, Screening & Seat Blocking

Fill out the application form online. Our admissions committee will screen your profile to check eligibility. You will be required to pay INR 20,000 to block your seat.

Step 2: Receive Your Offer Letter

Upon qualifying the profile screening and confirming your seat block, an official Offer Letter will be sent to you confirming your selection for the program.

Step 3: Complete Full Payment & Start Course

To finalize your admission, pay the remaining full balance of the program fee. You will gain access to the prep course and start your journey only after the full payment is completed.



For further details, contact:

 +91-9667094500

 studyabroad@amityonline.com

 L Block, Amity University Extension, Sector 125, Noida

 <https://studyabroad.amityonline.com/>