



EMERGE
EDUCATION

Case Study

Vertical: Online Program
Management

Institution: Feliciano School
of Business at
Montclair State
University

**Degree
Program:** Online MBA
(with
concentrations)

Enrollment: 150+
(online MBA)

emergeedu.com



OVERVIEW

In 2016, the Feliciano School of Business at Montclair State University announced the addition of a fully online MBA program to its degree offerings and enrolled its first cohort of students in the 2016 Fall semester.

The Feliciano School of Business at Montclair State University partnered with Emerge Education to support the launch and to develop and implement the marketing, lead generation, and student recruiting campaign for the online MBA program including several concentrations: Digital Marketing, Human Resource Management, Marketing, and Project Management.

RESULTS

Through custom-built digital marketing strategies, Emerge helped the Feliciano School of Business at Montclair State University generate high-quality leads and exceed their enrollment targets.



**22% Lead
to Application Rate**



**11% Lead to
Enrollment Rate**



**150+ enrolled
students in 15
months**



**96%
retention rate**



“Emerge has been a true partner as together we navigated the critical - and very successful - first year of our online MBA program. From marketing to student onboarding and retention, we have relied on the Emerge team to help us scale up and manage the enterprise.”

Dr. Elizabeth Rosini

*Assistant Dean
Feliciano School of Business
Montclair State University*

“As a current student in your online MBA program, I have to say I am impressed with the level of education provided on the online platform. I'm learning so much more than I was before than I did in my past MBA program in my different school. Thank you MSU!!!”

Andrew Falco

*current online MBA student
posted on Facebook*

To learn more about how Emerge Education can assist your institution, please contact:



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