

The Digital Entrepreneurship MBA Experience

The Digital Entrepreneurship MBA has helped me give my company's brand more focus. I learned how to describe who my company and brand are, who my target market serves, and have created all of my services, social media, and web presence around that.

(Jeanette Stevens, Strayer University Digital MBA Student)

By using Jon Steinberg's techniques for marketing, we have been able to redesign our logos in a way that it engages the customers and gets their attention. This program is exactly what I needed for my business. Residential Security has seen a huge impact with clients and customers. We have grown so much. Our phones won't stop ringing, it's just really a blessing.

(Nancy Williams, Strayer University Digital MBA Student)

My favorite assignment from the program is the pitch deck. The pitch deck is one of the most important things to develop because at some point, an entrepreneur will use that same information on a regular basis.

(Laquincy Gilmore, Strayer University Digital MBA Student)