

Diya Patel

Bachelor's Degree Title & Year (Ex. Chemistry, B.S., 2026)

Supply Chain Management and Marketing, BS, 2026

Graduate Degree(s) Title & Year/Expected Graduation (Ex. Chemistry, M.S., 2026)

MBA Strategic Marketing Analytics

Why MTSU?

Having studied Marketing in undergrad, I didn't want a generic MBA. I wanted to build on my experience in Marketing Analytics through targeted coursework. MTSU offered one of the few programs that let me choose a dedicated concentration. On top of that, the fully online structure and accelerated terms made it easy to manage my work schedule while taking classes, allowing me to gain work experience and complete my degree at the same time.

How did/is your program helping you prepare for your career/industry?

For me, it was all about getting that balance of specialized skills and overall business acumen. I didn't just want a general MBA refresher, but I wanted to sharpen my marketing analytics skills so I could back up creative ideas with real data. The case studies and coursework I've completed have given me a much better framework for strategic thinking, and balancing school with my daily work schedule has definitely made me way more organized and self-driven.

