

For Immediate Release:

Florida Tech Becomes First Nationally Ranked University to Offer an MBA With a Specialization in Internet Marketing 100% Online

Florida Tech and Bisk Education Continue Their Dedication to Adult Online Learners
With a New World-Class Specialized MBA

TAMPA, Fla., June 24, 2010 – Florida Tech University Online (Florida Institute of Technology) and Bisk Education have affirmed their commitment to [online education](#) with an innovative new business degree. The MBA with a specialization in Internet Marketing provides vital knowledge of today's most in-demand business strategies and tactics and is the first of its kind to be awarded from a nationally ranked university 100% online. This authoritative new degree program is expected to reshape the playing field in Internet marketing – a discipline that has virtually revolutionized modern day business.

The new master's degree program will be made available through Florida Tech's [Nathan M. Bisk College of Business](#). The college has grown considerably over the past few years to become one of the largest private business colleges in the nation, with over 5,000 students. Robert Niebuhr, dean of Florida Tech's College of Business said, "This program directly accomplishes our goal of better preparing students to compete in a dynamic job market. The curriculum uncovers the unique impact of social media techniques, interactive communication methodologies and data mining/search engine processes on corporate performance. We're proud to arm professionals with the tools to develop and execute strategies necessary to excel in a digital environment that is continually changing and shaping the complex global markets of tomorrow."

Bisk Education's [University Alliance](#) division provides the multimedia, video-based e-learning system, enrollment support and marketing that make the program possible. Adrian Marrullier, Executive Vice President of Student Services from University Alliance said, "Now more than ever, we can't underestimate the role of higher education in career success and working adults' need for a convenient, flexible solution. Offering an MBA in Internet Marketing, from a nationally ranked university, is particularly exciting as knowledge of emerging technologies is increasingly critical to meeting business initiatives in today's interactive marketplace."

Admission is on a rolling basis. Prospective students are encouraged to apply today to prepare to lead in the rapidly growing Internet marketing revolution. Additional online [master's degree programs](#) from Florida Tech's Nathan M. Bisk College of Business are expected to be announced soon. For more information about Florida Tech University Online, visit [FloridaTechOnline.com](#).

About Florida Tech

Florida Tech is a regionally accredited university that is world renowned for its distinguished faculty, comprehensive curriculum and unyielding innovation. Regional accreditation is the highest form of accreditation a college or university can obtain.

Florida Tech continues to be ranked a Best National University by *U.S. News & World Report*. It is also rated by the *Fiske Guide to Colleges* and named a best buy in *Barron's Best Buys in College Education*. Founded in 1958, Florida Tech has more than 50,000 alumni. Its main campus is located on 130 subtropical acres in Melbourne, Florida, on the state's famous Space Coast.



Florida Tech, with the assistance of Bisk Education's University Alliance division, has one of the largest nationally ranked online programs in the nation with more than 38 of the most sought-after [associate's, bachelor's and master's degree programs](#).

Florida Institute of Technology is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, master's, education specialist and doctoral degrees.

About Bisk Education

Nathan M. Bisk JD, CPA (FL) founded [Bisk Education](#) in 1971 to provide continuing education programs for working professionals. Since its inception, Bisk Education has grown to become the nation's largest exclusive facilitator of online degree and certificate programs from the nation's leading universities, offering end-to-end, lifelong-learning solutions that allow working adults to reach their personal and professional goals through education. Bisk Education's University Alliance (UA) division, of which Florida Tech is a member, facilitates the promotion and online delivery of associate's, bachelor's and master's degrees as well as professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, our university partners have surpassed 450,000 online enrollments – making UA the largest exclusive facilitator of e-learning in the nation. For more information, visit [bisk.com](#).

###