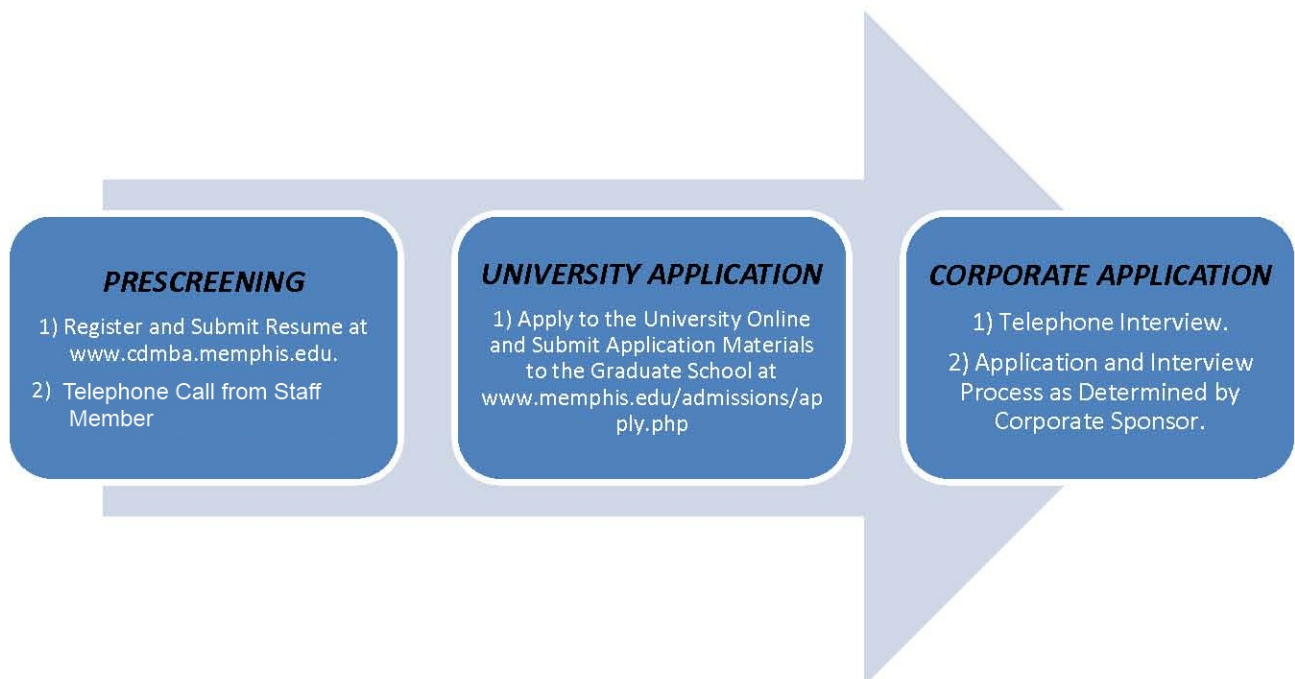


Customer-Driven MBA Application Process

Admission to the Customer-Driven MBA Program is highly selective. Participants must make a serious commitment to the program and have the support of their family since program requirements are very rigorous. All candidates for the University of Memphis Customer-Driven MBA must complete the application requirements in order to be accepted in the Customer-Driven MBA Program.



Step 1: PRESCREENING:

- 1) VISIT THE CUSTOMER-DRIVEN MBA WEBSITE AT:
<http://www.cdmba.memphis.edu> AND CLICK ON "[FUTURE STUDENTS](#)"
- 2) REGISTER FOR PRESCREENING BY CLICKING "[GET STARTED HERE](#)"
- 3) TELEPHONE CALL BY STAFF MEMBER

Step 2: COLLEGE & UNIVERSITY APPLICATION

- 1) APPLY TO THE UNIVERSITY OF MEMPHIS GRADUATE ADMISSIONS BY COMPLETING THE FOLLOWING. DEADLINE CAN BE FOUND ON THE GRADUATE SCHOOL WEBSITE
 - a. GRADUATE SCHOOL ONLINE APPLICATION:
https://banssbprod.memphis.edu/pls/PROD/bwskalogs.P_DisLoginNon
 - b. OFFICIAL COLLEGE TRANSCRIPTS
 - c. PROOF OF GMAT / GRE SCORES *(to be mailed directly from testing agency)*

- 2) SEND ALL NECESSARY MATERIAL TO THE FOGELMAN COLLEGE OF BUSINESS AND ECONOMICS:
 - a. STATEMENT OF INTEREST *(500-word essay describing career aspirations, educational goals and why you should be chosen for the CDMBA program)*
 - b. AT LEAST TWO LETTERS OF RECOMMENDATION *(to be sealed in an envelope with reference's signature across the seal)*
 - c. PROFESSIONAL RESUME
 - d. UNOFFICIAL COLLEGE TRANSCRIPTS

EMAIL AND MAIL COMPLETED APPLICATION PACKET TO THE FOLLOWING ADDRESS:

EMAIL: CDMBA@MEMPHIS.EDU

MAIL: UNIVERSITY OF MEMPHIS
CUSTOMER-DRIVEN MBA PROGRAM
FOGELMAN COLLEGE OF BUSINESS AND ECONOMICS
101 FOGELMAN COLLEGE ADMINISTRATION BLDG
MEMPHIS, TN 38152-3120

Step 3: CORPORATE APPLICATION

- 1) CONDUCT TELEPHONE INTERVIEW WITH CORPORATE REPRESENTATIVE
- 2) APPLICATION AND INTERVIEW PROCESS AS DETERMINED BY CORPORATE SPONSOR
- 3) YOU MUST MEET THE CRITERIA BASED ON THE INDIVIDUAL CORPORATE REQUIREMENTS