

MPA VS MBA

WHAT PROSPECTIVE STUDENTS SHOULD KNOW

MPA and MBA are two popular program options among master's students.



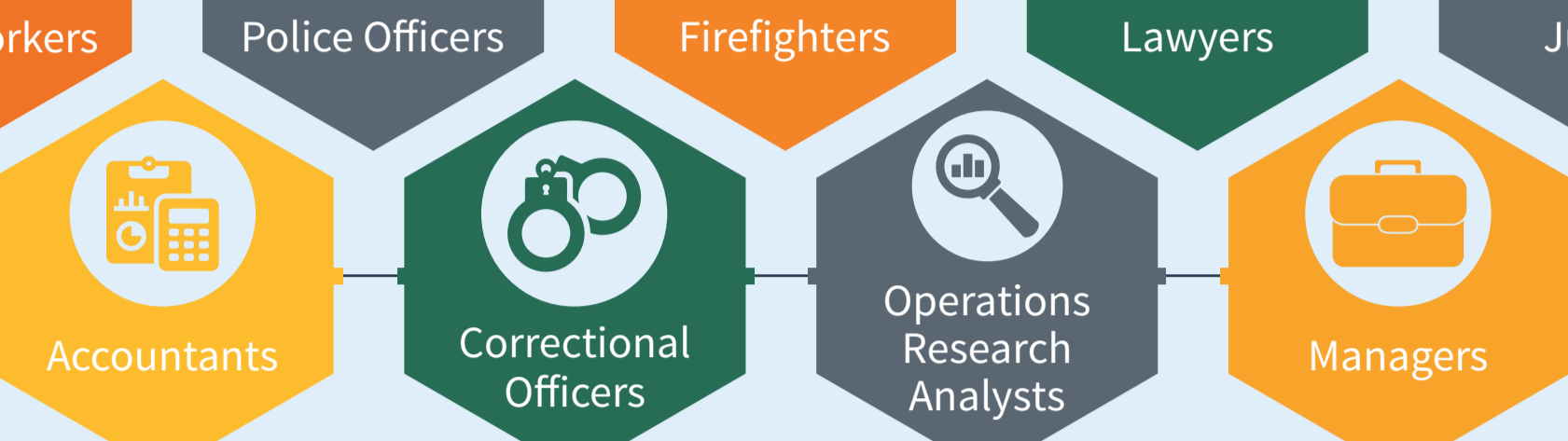
The majority of those who choose public administration go on to make an impact in the public sector, while those who choose business administration go on to work in many different industries. Choosing the right program will require students to do some research into potential career paths, consider long-term goals, and understand the major differences between the programs.

CAREERS IN PUBLIC ADMINISTRATION

Public administration is a sector that reaches across a wide variety of industries. From social work, to law enforcement and accounting, an MPA degree could open the door to many job opportunities.



INDUSTRY STATISTICS



TYPES OF JOBS IN THE INDUSTRY SECTOR:



HIGHEST PAYING REGIONS FOR EMPLOYEES:

- Bethesda, Potomac & North Bethesda, MD
- District Of Columbia (West), DC
- McLean & Idylwood, VA

2017 EMPLOYMENT BY SECTOR:



CAREER SPOTLIGHT



ADMINISTRATIVE SERVICES MANAGER



WHAT THEY DO:

- Plan, direct, and oversee an organization's supportive services (such as mail distribution, recordkeeping, and office upkeep)
- Ensure compliance with government regulations and standards for security, health, and environmental impact
- Oversee the repair and maintenance of mechanical systems, equipment, and machinery
- Make recommendations for cutting costs and upgrading equipment

What they earn per year:

\$94,020

Job Outlook: 10% growth in jobs between 2016 and 2026

REGIONAL PLANNER



WHAT THEY DO:

- Communicate with developers, public officials and the public regarding land use and development plans
- Make recommendations for proposals to be approved or denied
- Conduct field investigations and review site plans
- Present projects to planning officials, planning commissions, and communities

What they earn per year:

\$71,490

Job Outlook: 13% growth in jobs between 2016 and 2026

WHAT YOU'LL LEARN IN THE USF MPA PROGRAM

- How to manage and lead organizations in the public, nonprofit, and private sectors
- How to create ethical and workable solutions to meet societal needs

Skill: Management
Scenario: Administrative services managers handle obstacles in order to meet organization or departmental goals.

Skill: Decision-making
Scenario: Administrative services managers make decisions that will impact the organization, their customers, and the public.



How to initiate and facilitate communication across all three sectors

Skill: Communication
Scenario: Regional planners communicate to city officials and the public in clear and efficient manner.

How to interpret research and policy changes

Skill: Attention to detail
Scenario: Regional planners keep up with changes to policy affecting environmental regulations and zoning and building codes.

CAREERS IN BUSINESS ADMINISTRATION

Business touches virtually every industry. Graduates of an MBA program can expect a wide variety of career opportunities.



CAREER SPOTLIGHT

MANAGEMENT ANALYST

WHAT THEY DO

- Conduct onsite observations and interviews
- Make recommendations to improve an organization's efficiency
- Communicate findings to managers through written reports or presentations
- Follow up with managers to ensure the implemented changes are bringing results

What they earn per year:

\$82,450

Job Outlook: 14% growth in jobs between 2016 and 2026

MARKETING MANAGER

WHAT THEY DO

- Plan programs and campaigns designed to raise awareness of products and services
- Communicate with teams in advertising sales, creative, public relations, product development, and finance
- Oversee market research studies and meet with clients to communicate findings
- Develop pricing strategies to the benefit of organizations and their customers

What they earn per year:

\$129,380

Job Outlook: 10% growth in jobs between 2016 and 2026

WHAT YOU'LL LEARN IN THE USF MBA PROGRAM:



- How to communicate in order to manage and lead organizations
- How to analyze data and make informed, ethical decisions
- How to create and manage marketing and business strategies
- How to culture the brand and culture of an organization

Skill: Communication
Scenario: Management analysts communicate their findings to management staff members and provide actionable insight.

Skill: Data Analysis
Scenario: Marketing managers analyze research, trends, and customer data to create effective marketing strategies.

Skill: Strategy
Scenario: Management analysts provide recommendations to organizations and suggest a plan of action.

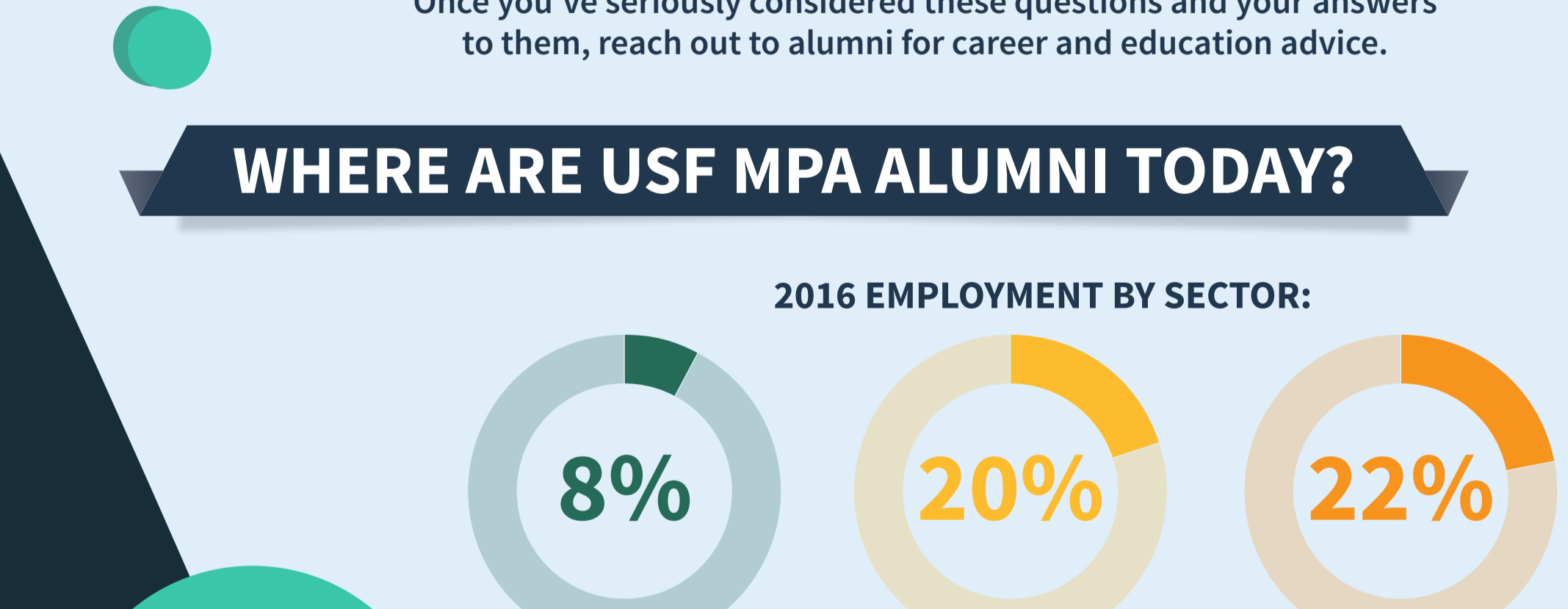
Skill: Management
Scenario: Marketing managers work with other departments and junior marketing professionals to develop and oversee advertising campaigns.

HOW TO CHOOSE

Choosing a degree will require doing your own research and spending time in introspection. But whether you choose to pursue an MPA or an MBA degree, you can be confident in your investment towards a long and rewarding career.



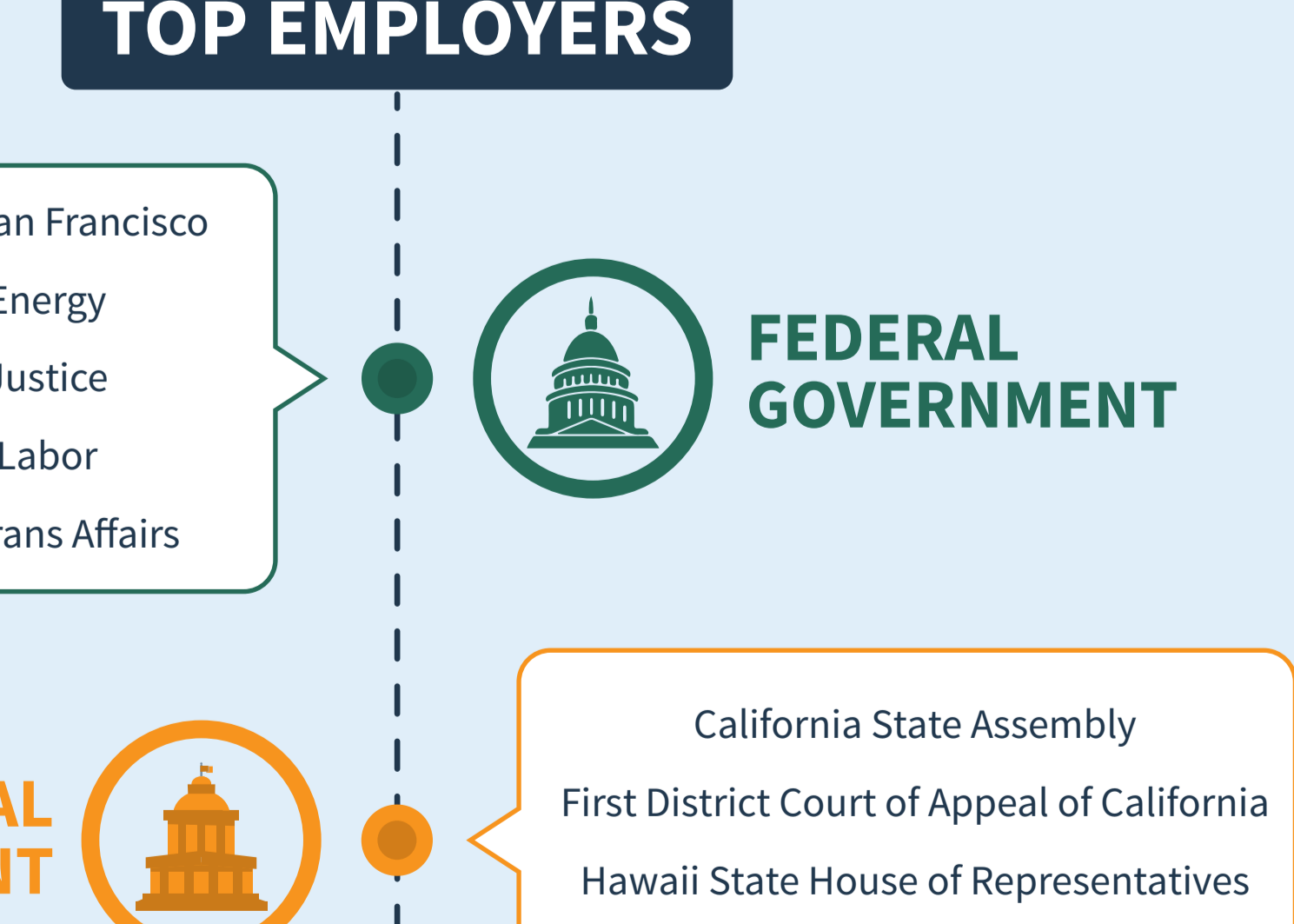
5 QUESTIONS TO ASK YOURSELF



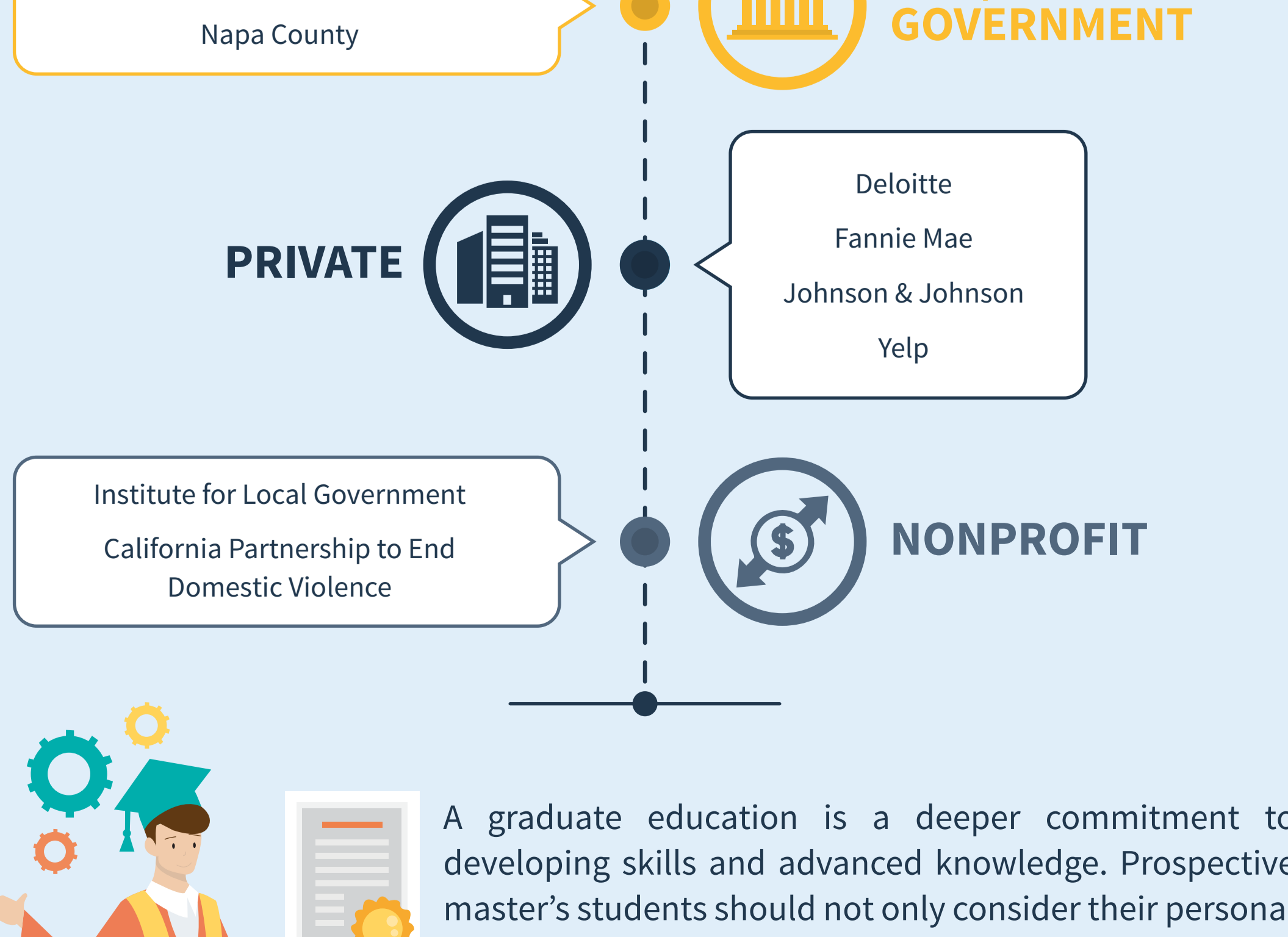
Once you've seriously considered these questions and your answers to them, reach out to alumni for career and education advice.

WHERE ARE USF MPA ALUMNI TODAY?

2016 EMPLOYMENT BY SECTOR:



TOP EMPLOYERS



A graduate education is a deeper commitment to developing skills and advanced knowledge. Prospective master's students should not only consider their personal career goals but also keep in mind the impact they will be making. The investment will benefit not only graduates, but organizations, governments, and communities.