

Date: January 8th, 2020
To: Greg Heileman, Associate Vice Provost, Academic Administration *HH*
From: Paulo Goes, Dean, Eller College of Management
Stanley Reynolds, Vice Dean, Eller College of
Management
Pamela Perry, Associate Dean, Eller MBA Programs

SUBJECT: Request for Phoenix Evening MBA Program Tuition & Fee Price Down

This memo outlines a price down request for the Phoenix Evening MBA program to be made effective Fall 2020. It is intended that all currently enrolled cohorts be grandfathered at the rate at which they were admitted.

The Phoenix Evening MBA program is designed for working professionals in Phoenix metro area who cannot go to school full time but would like to gain an MBA degree for career growth.

The ABOR approved fee for the Evening MBA cohort beginning January 2018 is \$65,400. When the fee was approved, Eller indicated that this would be an upper limit, and that the college may propose a lower price based on market conditions.

Based on Eller MBA's review of peer institutions pricing in Phoenix area, the appropriate rate for the cohort entering Fall 2020 is \$58,200 which will be billed at \$9,700 per term for six terms. This represents a \$700 per term increase over last year's entering cohort and a price point that will optimize enrollment in this cohort while being competitive in the marketplace.

Please feel free to contact us for additional information or supporting documentation. Thank you for your consideration.