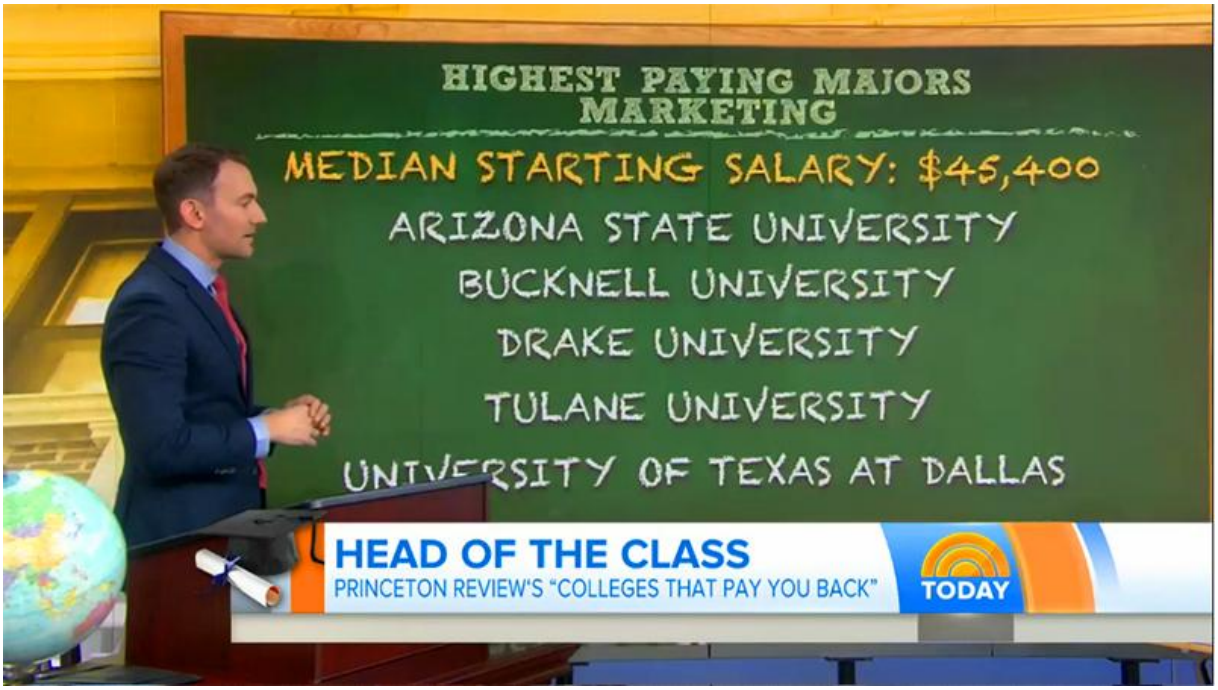
Princeton Review highlights Freeman for ROI

February 1, 2017



Robert Franek, editor-in-chief of The Princeton Review, highlighted Tulane's Freeman School of Business on this morning's "Today" show.

On yesterday morning's “Today” show, Princeton Review Editor-in-Chief Robert Franek highlighted Tulane University’s A. B. Freeman School of Business as one of five colleges that offer an outstanding return on investment for marketing majors.

The list was culled from Colleges That Pay You Back: The 200 Schools That Give You the Best Bank for Your Tuition Buck--2017 Edition, the Princeton Review's new guide to universities and colleges that offer what Franek calls "superb value." The Princeton Review selected the schools based on an analysis of 650 colleges that weighted more than 40 data points to tally ROI ratings for the schools. Data analyzed covered academics, cost, financial aid, graduation rates, student debt and more. The company collected that data from its 2015-16 surveys of administrators and students at the schools. It also factored in data from PayScale’s online compensation survey on starting and mid-career salaries of alumni of the schools.

"External recognition is always welcome, especially when it highlights the excellence of Freeman School of Business students and educational programs and the value associated with a Tulane University degree," said Ira Solomon, dean of the Freeman School.

To see the video segment with Robert Franek, visit today.com