

# MARKETING, MS

The Master of Science in Marketing is an intensive, non-thesis program designed to give students advanced analytical marketing skills and hands-on experience to launch a career in one of marketing's many fast-growing fields: Digital and Social Media Marketing; Marketing Analytics and Decision Making; Marketing Research and Insight Development; Management Consulting and Project Management; Professional Selling and Sales Management.

The MS program requires 30 hours of coursework (33 hours for the marketing analytics concentration), with the expectation that the degree will be completed in two semesters (plus a summer for marketing analytics).

An Accelerated Master's Program (AMP) is offered which allows academically gifted undergraduate majors in Marketing or with a double major which includes Marketing to begin taking graduate courses. This will in many cases allow them to complete both the BA and the MS degree in four years.

## Admissions

**In addition to the minimum Graduate School admission requirements, to be considered for regular admission an application must include:**

- A resume
- 2 letters of recommendation
- A GRE score of at least 309 (verbal + quantitative), a GMAT (old version) score of at least 550, or a GMAT Focus Edition score of at least 515
- To be considered for admission to the Marketing MS program with a concentration in Marketing Analytics, the requirements are:
  - An overall GPA of 3.3
  - A GRE score of at least 313 (verbal + quantitative), a GMAT (old version) score of at least 580, or a GMAT Focus Edition score of at least 545
  - A grade of "B" or higher in undergraduate calculus
- A TOEFL score of at least 79 or an IELTS score of at least 6.5, a Duolingo score of at least 110, or a PTE score of at least 59 for non-native English speakers who are required to submit an English Test score (see admissions criteria link below).

It is critical to note that meeting minimum admission requirements simply qualifies applicants for consideration and is not a guarantee of acceptance. If a student meets the minimum admission requirements, then their application is considered for competitive entry. The average GPA of recently accepted students has been approximately 3.8 with a GMAT (old version) score or 620.

Accelerated Master's Program (AMP) students must meet the minimum admission requirements as listed in the AMP section of this catalog.

See the Admission Criteria section of this catalog for more information.

## Curricular Requirements

Required Core Courses:	Hours
MKT 530 Advanced Marketing Analysis	3
MKT 587 Advanced Market Strategies	3
MKT 596 Capstone Project	3
Required Core Courses Total:	9

## Digital and Social Media Concentration

**The Digital and Social Media Marketing concentration involves a deep dive into the ever evolving world of digital marketing, with an overview course in digital marketing and social media strategy followed by courses in Digital Marketing Analytics and Advanced Digital Marketing. The world of Digital and Social Media Marketing is growing rapidly, with firms around the world adding digital components to their marketing strategies.**

Digital and Social Media Concentration	Hours
<b>Required Concentration Courses</b>	
MKT 540 Intro to Digital/Social Media	
MKT 542 Digital/Social Media Analytics	
MKT 543 Adv Digital and Social Media	
<b>Approved Electives: choose 4 courses from the list below.</b>	
MKT 510 Prod Design Marketing Strategy	
MKT 531 Consumer Insights	
MKT 537 Personal Selling	
MKT 538 Sales Management (requires MKT 537 prior)	
MKT 539 Customer Relationship Mgt	
MKT 595 Client-Based Mkt Consult Proj	
Any other 500 level 3 credit hour course with program director approval.	
<b>Concentration Courses</b>	<b>9</b>
<b>Electives</b>	<b>12</b>
<b>Core Required Courses</b>	<b>9</b>
<b>Total Hours</b>	<b>30</b>

## Marketing Analytics Concentration

**The Marketing Analytics concentration involves a heavy curriculum in statistics, including SAS and other programming languages, emphasizing data analysis and data mining. Graduates with this concentration earn a SAS/Data Mining Certification and are prepared to sit for the SAS programming certificate. Marketing Analytics graduates are highly sought after by a wide variety of organizations because of their ability to work with "Big Data." Students concentrating in Marketing Analytics are required to apply for summer entry and complete an introductory graduate course in statistics in the summer term prior to the start of the program.**

Marketing Analytics Concentration	Hours
<b>Required Concentration Courses</b>	
ST 521 Statistical Data Management	
ST 531 Data Mining I	
ST 522 Adv Statistical Data Mgt	
ST 532 Advanced Data Mining	
ST 560 Statistical Methods	
<b>Approved Electives: choose 3 courses from the list below.</b>	

MKT 510	Prod Design Marketing Strategy
MKT 531	Consumer Insights
MKT 537	Personal Selling
MKT 538	Sales Management
MKT 539	Customer Relationship Mgt
MKT 540	Intro to Digital/Social Media
MKT 542	Digital/Social Media Analytics
MKT 543	Adv Digital and Social Media
MKT 595	Client-Based Mkt Consult Proj

Any other 500 level 3 credit hour course with program director approval.

<b>Concentration Courses</b>	<b>15</b>
<b>Electives</b>	<b>9</b>
<b>Core Required Courses</b>	<b>9</b>
<b>Total Hours</b>	<b>33</b>

## Professional Sales Concentration

The Professional Sales concentration trains students in the personal selling strategies needed to excel in the sales processing and management teams, as well as how to better work with existing accounts via customer success strategies. This concentration is well suited for both marketing and non-marketing students who wish to blend sales skills with topics from marketing or other disciplines (e.g., communication, management, finance, and engineering) to directly impact firm performance through the establishment and maintenance of customer relationships.

**Professional Sales Concentration** **Hours**

### Required Concentration Courses

MKT 537	Personal Selling
MKT 538	Sales Management
MKT 539	Customer Relationship Mgt

**Approved Electives: choose 4 courses from the list below.**

MKT 510	Prod Design Marketing Strategy
MKT 531	Consumer Insights
MKT 540	Intro to Digital/Social Media
MKT 542	Digital/Social Media Analytics ((requires MKT 540 prior))
MKT 543	Adv Digital and Social Media ((requires MKT 540 prior))
MKT 595	Client-Based Mkt Consult Proj

Any other 500 level 3 credit hour course with program director approval.

<b>Concentration Courses</b>	<b>9</b>
<b>Electives</b>	<b>12</b>
<b>Core Required Courses</b>	<b>9</b>
<b>Total Hours</b>	<b>30</b>

## Transfer Credit

Graduate School information on Transfer Credit.

## Comprehensive Exam/Capstone Project

The Marketing Capstone project is a client-centered experiential learning experience designed to give students practical experience in consulting to help accelerate their career launch and development.

## Time Limits for Degree Completion Requirements

Graduate School information on Time Limits.

## Academic Misconduct Information

Graduate School information on Academic Misconduct.

## Withdrawals and Leave of Absence Information

Graduate School information on Withdrawals and Leave of Absence.

## Academic Grievances Information

Graduate School information on Academic Grievances.

## Grades and Academic Standing

Graduate School information on Grades and Academic Standing.

## Graduate School Deadlines Information

Information on Graduate School Deadlines.

## Application for Graduation Information

Information on the Application for Graduation.