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## The Online Master's in Marketing Degree

As a marketer, you must be ready to meet the challenges of a rapidly evolving digital world. The William & Mary Online Master of Science in Marketing degree program will prepare you to lead in this dynamic field, instilling deep, far-reaching expertise in digital marketing tools, technologies and strategies used by forward-thinking marketers across industries. Building on our history of innovation, this program is an extension of the long-standing foundation of excellence that places our graduate business programs among the highest ranked in the nation. Explore our curriculum to learn how you'll get a deeper dive into marketing than you would in a

general MBA program, and to see how you can earn your degree faster than you would in the average part-time marketing master's program.

Whether you are looking to pivot your career into marketing or advance to upper management and the C-suite, our Online Master's in Marketing offers everything you need to thrive as a marketer in this global, digital age.

### Online MSM Program Details

Complete in as few as 15 months

Part-time schedule

10 courses

33 credits

1 free Jump Start course

1 on-campus residency

2 opportunities to start per year

## Earn a Degree That Employers Know and Trust

A degree from William & Mary is a recognized stamp of academic excellence. Define your career and stand out amongst your peers.

#5

Best Business Professors<sup>1</sup>

#1

Best Business School for Learning<sup>2</sup>

# #18

Best Online Master's in Business Programs (Excluding MBA)<sup>3</sup>

## Learn More. Earn More.

A degree from William & Mary is a recognized stamp of academic excellence. Define your career and stand out amongst your peers.

The numbers are in, and your level of education can make a difference when it comes to salary. With a master's degree in hand, you can earn 18% percent more on average than you would with a bachelor's degree alone.<sup>4</sup>

# \$175,830

annual mean wage for marketing managers in Washington, D.C.-Arlington-Alexandria, Va.-Md.-W.Va.<sup>5</sup>

# \$227,429

average base salary in Washington, D.C. for a CMO<sup>6</sup>

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## Build Your Career on the Strongest Foundation With Focused Core Competencies

The program focuses on three core competencies, with courses that speak directly to each competency. These are further reinforced with the Marketing Challenge, which is incorporated

throughout the program, creating an immersive experience that allows you to step up as a



## Analytics & Insights

Use data to interpret insights

Speak the language of data

### Courses:

Analytics for Evaluation & Situation Analysis

Analytics for Planning & Optimization



## Marketing Innovation

Implement interventions to develop products and services

Generate large solution spaces that visualize possibilities, seek feedback and test new ideas

### Courses:

Product Management & New Product Development

Market-driven Innovation Strategy & Management



## Integrated Marketing Communications

Amplify value through integrated campaign management and digital content management

Explore how modern IMC creates experiences that increases consumer engagement, strengthens brand differentiation and demand, and much more

### Courses:

Integrated Campaign Marketing

Digital Content Management

## Be the Leader You've Always Wanted

William & Mary's online program creates a new type of marketing leader by cultivating disparate skills at the intersection of data, innovation and creativity.

**Marketing leaders are perpetual beta testers.**

They are continuously learning, optimizing and experimenting.

They are adept at the digital and marketing analytics-based skills that drive innovative decision-making. They are capable and fluent in the rapidly evolving technology that defines their profession, and they recognize its role as a catalyst for collaboration and insight.

They are modernizers in a dynamic world and are not bound to the mechanistic rhythms of conventional workflows. Embracing ambiguity and iteration, graduates of this program understand that the best use of time is often nonlinear.

**Marketing leaders see problems as an opportunity for innovation.**

They treat even the most difficult problems as opportunities for strategic creativity and inventive brand strategy. They approach their work informed by, but not beholden to, time-tested methods: They balance the wisdom to respect proven processes with the courage to adapt them—or even radically change them—to meet current challenges.

**Marketing leaders look outward.**

They understand that broad collaboration is key to identifying problems and creating solutions. As a result, they act with humility, engage with empathy, and create a culture of respect in which all are challenged to do their best work. They cultivate

new ideas by inviting diverse perspectives, engaging in deep immersion, encouraging open debate and treating every idea as a hypothesis to be tested.

They not only collaborate with colleagues, but with the customer. Social media invites dialogue and the ability for customers to opt-in. Customer empowerment and participation drive marketing leaders to experiment with and optimize marketing strategies.

Marketing leaders use colleague collaboration and customer input to make an impact on the problem at hand, positively affecting the companies for which they work and the markets they serve.

### Career-Boosting Marketing Skills for Today and Tomorrow



#### Video Transcript



## Lead as a Modern, Forward-Thinking Marketer

Our graduates are:

Empowered with leading-edge digital marketing skills and strategic, imaginative vision

Adept at using analytical tools to drive decision-making

Fluent in quantitative and qualitative analysis techniques, including conjoint analysis, cluster analysis and customer lifetime value calculations

## Master's of Science in Marketing Program Overview

Faculty Director of the Online MSM program Matt Williams, shares insights into what makes this program unique. Learn more about how you'll grow as a marketer through the Marketing Challenge, the defining project that you'll build throughout your coursework. Williams also shares how this program will help you put data and creativity to use for truly effective marketing efforts.

"When you have data that can inform creativity and creativity that can be tracked by data and can be optimized by data, you have two really powerful forces in the marketing world working together and that's what you learn in the Online Master's of Marketing at the Mason School."

### MSM Program Overview



### Video Transcript



## Who's Earning the Online MS in Marketing?

Our current students come from backgrounds in marketing, advertising, business, communications and finance. Get a snapshot of the people most likely to be in your cohort:

69%

female

31%

male

7

years of work experience

30

average student age

## Discover Our Online Master's Experience

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See the Online Classroom »

2016 Capstone

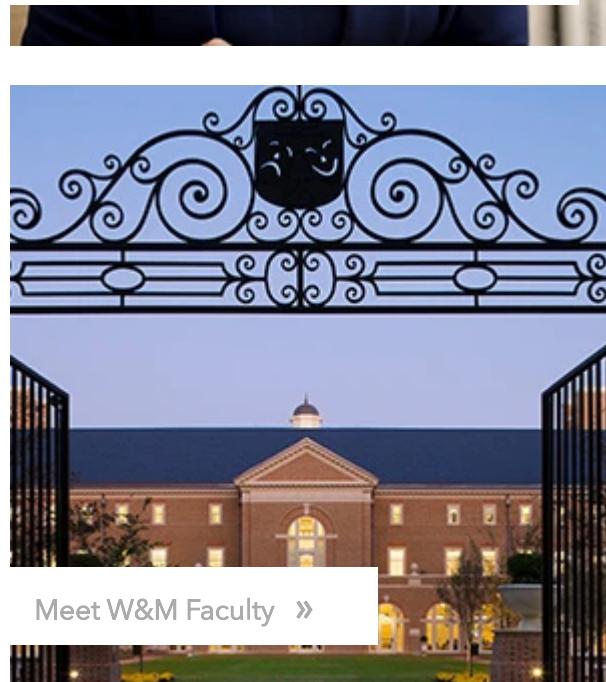
MGJW Class of 2016 Capstone Presentations  
10 days

10 days

10 days



Capitalize on Career Development »



Meet W&M Faculty »

## Finding a Common Ground: Residency and the Jump Start Course

Students in the Online Master's in Marketing program arrive with a diversity of personal and professional backgrounds. That's why our marketing master's degree program includes two opportunities to begin building a shared experience with your cohort, both in terms of marketing knowledge and your interpersonal relationships with one another.



## Jump Start Course

The **Jump Start Course** helps you start well and succeed in the intellectually challenging Online MSM program.

It's comprised of three sections:

**Knowledge Check:** a short quiz designed to point out those areas where you might need to brush up on your marketing basics or confirm that you've got all the knowledge you need to begin the program

**Marketing Principles:** Our discipline rests on some timeless ideas. This module includes the core concepts of marketing that you'll need to understand as you begin the program

**Marketing Math, Finance and Analytics:** More than ever, marketing relies on data and marketing analytics to uncover insights and inspire ideas. These resources ensure you're up to date on the principles and tools you'll need to complete the data-oriented areas of the program

## Residency Weekend

For the **Residency Weekend**, we invite you to make the trip to our beautiful Williamsburg campus to meet your online classmates and faculty face to face for the first time. In addition to bonding and networking over the course of three days, you will complete a one-credit course introducing you to unique aspects of the William & Mary experience and helping develop the interpersonal skills that are essential for any successful marketing leader.



The residency curriculum is structured around three themes:

**Collaboration:** Content and exercises designed to capitalize on face-to-face opportunities

**Culture:** Experiences to more tightly bind students to the culture of William & Mary and the Raymond A. Mason School of Business

**Connections:** Social interactions designed to create relationships between students and faculty that endure beyond the end of the program

Residency Weekends are offered twice per academic year. While we recommend attending the residency weekend nearest to the beginning of your time in the program, doing so is not required.

Not interested in our online marketing degree? Check out our other [online](#) or [residential programs](#).

I want to...

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## Get to Know the Raymond A. Mason School of Business

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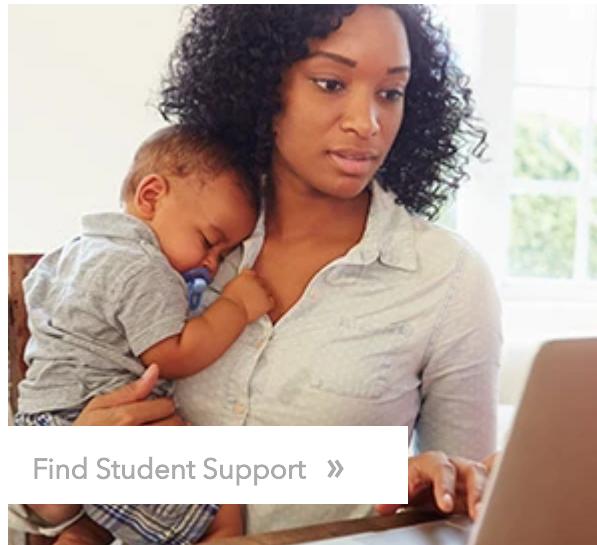


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## Interested in Our Online Programs?

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### Priority Application Deadline

**Feb  
16**

February 16th

*Summer 2024 Term*

### Application Deadline

**Apr  
5**

April 5th

*Summer 2024 Term*

### Next Start

**May  
6**

May 6th

*Summer 2024 Term*

Email an  
Admissions Outreach Advisor »

Schedule a call with an  
Admissions Outreach Advisor »

Call an  
Admissions Outreach Advisor now »

## Sources

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# Questions? Let's Connect.

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William & Mary has engaged Everspring, a leading provider of education and technology services, to support select aspects of program delivery.

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