

American University American University Catalog 2023-2024

Marketing (MS)

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Offered by the [Kogod School of Business](#), the Marketing (MS) program provides students with an opportunity to obtain advanced training in marketing and is designed to prepare them for a variety of professional careers in marketing and related areas. Students who successfully complete the Marketing (MS) will be well-prepared to work in a variety of specialized marketing areas, including brand management, non-profit marketing, social marketing, internet marketing, and direct marketing.

Admission to the Program

In addition to meeting the minimum university requirements for graduate study, applicants must have earned an undergraduate bachelor's degree from an accredited institution with a satisfactory grade point average, and completed an introductory marketing course prior to enrollment. Applicants may also need to submit a GMAT or GRE score; please visit <https://www.american.edu/kogod/admissions/> for more information. Applicants whose first language is not English must have a satisfactory score on the Test of English as a Foreign Language (TOEFL) or the International English Language Testing System (IELTS).

Degree Requirements

- 30 credit hours of approved graduate work
 - Up to 6 credit hours of graduate work earned at another institution may be transferred and applied as electives. Courses must be completed with a minimum grade of B (3.00) and must be completed no more than five years prior to the beginning of the semester in which the student is admitted

Course Requirements

Introduction (3 credit hours)

- [MKTG-632 Understanding the Marketplace and Consumer \(3\)](#)

Core (15 credit hours)

- [MKTG-641 Digital Advertising and Search Engine Marketing \(1.5\)](#)
- [MKTG-642 Managing Digital Brand Identities \(1.5\)](#)
- [MKTG-657 Service Marketing \(1.5\)](#)
- [MKTG-661 Data Driven Marketing and Customer Management \(3\)](#)
- [MKTG-763 Overview of Integrated Marketing Communications \(1.5\)](#)
- [MKTG-765 Brand Strategy \(3\)](#)
- [MKTG-767 Research for Marketing Decisions \(3\)](#)

Electives (6 credit hours)

Complete 6 credit hours from the following:

- [MKTG-541 Sports Marketing Management \(3\)](#)
- [MKTG-551 Marketing for Social Change \(3\)](#)
- [MKTG-671 New Product Management \(3\)](#)
- [MKTG-696 Selected Topics: Non-Recurring \(1-6\)](#) (approved topic)

Capstone (6 credit hours)

Complete 6 credit hours from the following:

- [MKTG-688 Applied Client Project \(3\)](#)

Combined Bachelor's and Master's Degrees

American University offers students the opportunity to earn both undergraduate and graduate degrees through its combined bachelor's/master's programs. Advanced undergraduates admitted to a combined degree program that includes a master's degree from Kogod are eligible to take graduate-level courses and may apply up to 9 graduate credit hours earned as an undergraduate toward the requirements for both degrees. See [Combined Bachelor's and Kogod School of Business Master's Programs](#) for more information.

Business Administration (MBA) and Marketing (MS)

For approved dual degree program, see [Business Administration \(MBA\) and Marketing \(MS\)](#).

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