



The University of Texas at Austin

McCombs School of Business

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MS Marketing



Graduate

Specialized Master's

MS Marketing

**GMAT and GRE Scores Now Optional – Start Your Application Today | Learn More >>**

# MASTER OF SCIENCE IN MARKETING

The MSM is a 10-month, STEM-eligible degree that combines a traditional marketing education with cutting-edge data analytics training.

[Apply Now](#)

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MORE

[Connect With Us](#)      [Attend an Info Session](#)  
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# EARN AN IN-DEMAND DEGREE IN 10 MONTHS

The MSM is a pivotal degree that teaches applied analytical training. As a program grounded in marketing analytics, we'll prepare you for a marketing career in a new economy – a world where data, decisions, and action are intertwined. You'll graduate with the qualitative and

quantitative skills necessary to transform data, gather insights, and develop meaningful business solutions.

Sign Up for More Information



# LEARN PRACTICAL SKILLS

# FROM TOP ACADEMICS

The MSM program offers small, cohort-style classes taught by leading faculty. Our curriculum was developed by practicing marketing managers, and all MSM students get hands-on experience in a course where you'll work with real businesses dealing with current issues.

[Go to Academics](#) ►



# MAKE MOVES. GET YOUR MSM.

Applying to grad school can be intimidating, but we're here to support you every step of the way. We offer in-

depth guidance to our admissions process and answers to commonly asked questions.

[Go to Admissions](#) ►

# ATTEND AN MS MARKETING EVENT

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## MSM Info Sessions

Learn more about  
the MS Marketing  
program at Texas  
McCombs by  
attending an  
MSM info session.

**Register** ►



## **MSM Faculty Connect**

Meet with Ethan  
Pew, the MSM  
Program Director,  
and the  
admissions team  
at this informal  
meeting to get all  
of your questions  
answered.

**Register** ►



## General Info Sessions

Attend an info session to learn about all of the Master of Science programs at Texas McCombs!

**Register ►**

## McCOMBS AT A GLANCE



# #2

## MARKETING

Best Master's  
in Marketing  
(in the U.S.)

QS World  
University  
Rankings

# #1

## CAMPUS ENVIRONMENT

Best Business  
School  
Campus  
Environment

Princeton Review

# #6

## CLASSROOM EXPERIENCE

**Best Business  
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Experience**

Princeton Review



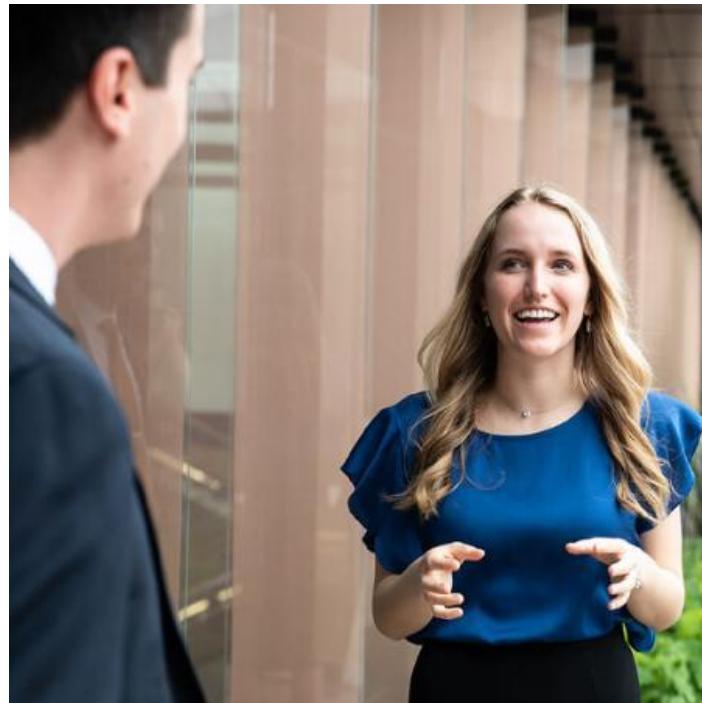
**SECURE  
YOUR  
FUTURE**

# WITH FINANCIAL AID

We understand  
that grad school  
is an investment  
in your future  
career, and there  
are many ways to  
fund it. Our  
dedicated  
financial aid team  
will help you  
explore your  
options.

[Go to Tuition and Financial Aid](#)





# GRADUATE READY FOR YOUR CAREER

We offer specialized career management resources to all MS Marketing students, including career exploration, mock interviews and company treks. Our career team with an outstanding record for helping students prepare for careers in marketing.

[Go to Career Management](#) ►

[View the MSM Factsheet](#) ►



**CONNECT  
WITH  
PROFESSIONALS**

# AND UP- AND- COMERS

Our MS programs provide incredible networking opportunities and industry connections. We offer regular events, guest lectures, and student leadership opportunities. We also host recruiters from industry leaders like Walmart, Dell, and Deloitte Consulting among others.

[Go to Student Experience](#)



# THE MSM STUDENT EXPERIENCE

01:57

MSM graduate Nihit Parikh shares why he chose to attend the top-ranked Master of Science in Marketing program. Nihit plans to take everything he has learned into his new role at PMG Digital Marketing Agency.

# TAKE THE NEXT STEP

Become part of the Longhorn family. Attend an info session and discover the process of joining MSM.

[Attend an Info Session](#)

[View Admissions](#)

# SIGN UP FOR MORE INFORMATION

Receive program news and event information from the Master of Science in Marketing program.

**First Name:** \*

**Last Name:** \*

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Country: \*

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Intended Start Year: \*

Select...

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Marketing  
admissions  
updates  
and events

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Sign Up



## Resources

## McCombs Online Resources (MOR)

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Intranet

Canvas

Tech Support

My McCombs

McCombs Lost & Found

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Austin, TX 78712

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Austin, TX 78712

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