

Sykes College of Business

M.S. in Marketing



THE UNIVERSITY
OF TAMPA

Master of Science in Marketing

The Sykes College of Business draws together talented faculty, sophisticated technology and cutting-edge curriculum to provide students with the tools to succeed in a changing world. Highly qualified students of diverse ages and backgrounds receive advanced training in an array of disciplines from faculty members with a pulse on the business community. The M.S. in Marketing program is available in two formats, full time and part time, and offers day, night and weekend classes.

Integrating Brand and Business Strategies

The innovative **M.S. in Marketing** program is designed for students pursuing careers in marketing or for professionals seeking development in specific areas of marketing. Students learn the global nature of business from a marketer's perspective, shaped by a combination of classroom and real-world experiences.

Marketing professors, many of whom own businesses or have corporate backgrounds, teach students in an open learning environment where ideas flow freely. The practitioner backgrounds of these faculty members bring valuable experiences directly from the marketing world to the classroom.

A comprehensive curriculum sharpens skills in marketing management, brand and product strategy, marketing research and sales management. M.S. in Marketing students may be fresh from undergraduate programs or

seasoned professionals looking to build their knowledge or break into new areas. Courses integrate the most current theories and applications to prepare students for successful marketing careers, putting specific skills to work for their companies.

UT's M.S. in Marketing students enjoy a flexible program that enables an individualized course of study based upon specific career goals and interests. Course options offer students the benefit of focusing in a particular marketing area or broadening exposure to new and exciting marketing tools. The program blends theory with practice and traditional thinking with contemporary marketing models. Students are prepared for career success in the dynamic marketing world. An MBA concentration in marketing is also offered.

Internationally Recognized Program

The Sykes College of Business is accredited at the undergraduate

and graduate levels by AACSB International (the Association to Advance Collegiate Schools of Business), an honor held

by only six percent of business schools worldwide. It is rated a top graduate business school in the U.S. by *Bloomberg Businessweek*, and since 2007 has been named among the best business schools in the world by The Princeton Review.



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FACULTY

highlights

Ninety-seven percent of UT's business professors have doctorates, and most have industry experience. Faculty members regularly publish research in high-level journals, with an emphasis on real-world applications.



Hemant Rustogi, DBA, MBA

Hemant Rustogi serves as chair of the marketing department. He specializes in market research, marketing strategy, service quality, international marketing and international business education. His efforts were instrumental in helping UT earn \$2 million in federal grants for international business education.



Pranjal Gupta, Ph.D., MBA

Pranjal Gupta specializes in strategic marketing, consumer behavior and e-commerce. His research focuses on web-based consumer behavior, including trust development, search behavior and decision making. His work has been presented at national conferences and published in leading academic journals.



State-of-the-Art Facilities

Within an 80,000-sq.-ft. facility, the Sykes College of Business offers students a superior learning environment, complete with SMART podiums, LCD multimedia projectors, videoconferencing equipment, wireless access, hundreds of laptop outlets and a high-tech financial trading center.

Experiential Learning

UT offers applied experiential marketing classes in specialty areas such as strategy, research methods, brand strategy, integrated marketing communication, marketing services, sales management, global marketing and technology and e-commerce.

Multiple hands-on, company-sponsored projects throughout the curriculum offer students unique exposure to case study development, data collection and analysis, consulting and strategic marketing plans. Students are involved in making decisions about product development, pricing, promotion, marketing research, sales compensation, cost containment and production scheduling. These experiences serve them well in their marketing careers.

Select courses include:

- Strategic Marketing Analysis
- Integrated Marketing Communications
- Electronic Marketing Strategy

- Sport Marketing
- Marketing Management and Customer Value
- Personal Selling and Sales Management
- Marketing Law
- Strategic Brand Management
- Buyer Behavior
- Innovation and Technology Marketing

Students may also take courses in advertising, marketing management, service quality, business and marketing research, marketing strategy and international marketing.

Students who complete the M.S. in Marketing program at UT gain the skills to pursue positions as market researchers, brand managers, marketing managers and more. Some start their own marketing firms, receive promotions within their current companies or pursue new opportunities.

Preparing for a Global Marketplace

Today's businesses compete in a global marketplace influenced by varying cultures, economies and mind-sets. It is vital for UT students to understand how these differences affect international business relationships and operations. Pivotal to the Sykes College of Business education, cross-cultural business concepts are infused throughout the curriculum, providing a global perspective and offering invaluable opportunities for scholarship and travel.

Each area of study engages students in domestic and international perspectives of current events and the implications for multinational transactions. M.S. in Marketing courses prepare students to enter a global market by providing case studies that highlight the environment in other countries. Along with learning to address cultural differences, they study international market research, pricing, promotion, branding and distribution. Students also have the opportunity to participate in UT's robust study abroad offerings. Professors lead several educational trips each year to Asia, South America and Europe.

Sercan Topcu '14 **M.S. in Marketing** **Co-Founder and CMO,** **Tembo Education, Tampa**

"Simply put, UT is one of the best communities for go-getters. The cooperation, collaboration and support from the community within the university and in Tampa is astonishing. I am now a co-founder and chief marketing officer of a social enterprise called Tembo Education, which started as an idea and turned into a business operating in the slums of the world.

"At UT I learned how to execute effectively. This may sound trivial, but a stellar execution requires strategic organization, compartmentalized responsibility distribution and prioritized focus. I attained this know-how through the incredible resources UT provided nationally and internationally."



alumni profiles

Gage Sanders '20

Market research associate,
Shapiro+Raj, Chicago

Maitryi Das '20

Social media specialist, American
Marketing Association; social
media intern, Ashley Furniture
Homestores, Tampa

Taylor Martin '20

Marketing coordinator, Forcon
International, Tampa

David Simanoff '17

Digital content specialist, Bisk
Education, Tampa

Caitlin Elizabeth Martin '15

Investor liaison, Warburg Pincus,
New York City

Amy Abril '12

Marketing and research manager,
MaintenX, Tampa

Jenna Thomas '12

Brand manager, Nutraceutical
Corporation, Tampa

Daniel Reynolds '11

Vice president, client services,
Fusion Marketing Group, Tampa



International Exploration

Students in a global communication course recently traveled to Ireland to meet with Facebook's director of global marketing. They discussed how the social networking site serves as a public relations driver for many companies.



alumnus profile

Corinne Sarvis '16

M.S. in Marketing and MBA

Marketing Professional,

Community Health Network, Indianapolis

"Pursuing an M.S. in Marketing and MBA at UT was a valuable and challenging experience. As a graduate assistant I was able to work closely with faculty members in the Sykes College of Business and build lasting relationships. Serving as president of UT GOLD and as a member of the Dean's Advisory Council allowed me to further develop my communication and leadership skills. These opportunities beyond the classroom added value to my education. I'm grateful to have attended a university that gave me the knowledge, skills and experiences necessary to succeed in my future career."

Career Advancement

UT's Office of Career Services offers excellent advisory services to students, helping them prepare effective résumés, find internships and apply for positions with top companies in the Tampa Bay area and beyond.

Career Services also provides opportunities specific to graduate students such as employer-interactive programming, speed networking events and lunches with alumni. The Corporate Connections program allows students and alumni to network with companies such as Revenue Management Solutions, Kforce and Raymond James Financial. In addition, students are invited to tour local businesses such as Franklin Templeton Investments, HSN and the Seminole Hard Rock Hotel & Casino.

Graduate students and alumni have free, lifetime access to a variety of tools and

networks to help advance their careers. This includes Handshake, a specialized online resource for UT students and alumni that posts job openings from companies looking for well-qualified candidates.

One of the distinctive characteristics of a UT education is the built-in network of active alumni and links to the local and international business communities. Opportunities abound for connections between students and alumni.

Scholarships

Each year the Sykes College of Business awards graduate assistantships to select first-year students with outstanding academic and professional credentials. Graduate assistantships cover tuition for up to 36 credit hours over four semesters and provide a stipend. Recipients work 20 hours a week for an academic or administrative office and apply concepts they are learning in the classroom.



About UT

The University of Tampa is a medium-sized, private university offering more than 200 undergraduate and graduate programs of study. Richly diverse, UT is the school of choice for approximately 9,600 students from all 50 states and 130 countries.

Visit ut.edu/msmarketing for more information about the M.S. in Marketing program and the Sykes College of Business.

