

# 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 specialization), 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 after 90 hours of undergraduate study. 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) or a GMAT score of at least 550
- 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) or a GMAT score of at least 580
  - A grade of "B" or higher in undergraduate calculus

It is critical to note that meeting minimums admission requirements simply qualifies applicants for consideration and is not a guarantee of acceptance. If a student meets the minimum admission requirements, then their applications are considered for competitive entry. The average GPA of recently accepted students has been approximately 3.8 with a GMAT score of 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
Required Concentration Courses		
MKT 540	Intro to Digital/Social Media	3
MKT 542	Digital/Social Media Analytics	3
MKT 543	Adv Digital and Social Media	3
Credit Hours Subtotal:		9
Approved Electives: choose 4 courses from the list below.		
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.		
Electives		12
Core Required Courses		9
<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
Required Concentration Courses		
ST 521	Statistical Data Management	3
ST 531	Data Mining I	3
ST 522	Adv Statistical Data Mgt	3
ST 532	Advanced Data Mining	3
ST 560	Statistical Methods	3
Credit Hours Subtotal:		15
Approved Electives: choose 3 courses from the list below.		
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.		
Electives		9

Core Required Courses	9
<b>Total Hours</b>	<b>33</b>

**Professional Sales Concentration**

The Professional Sales Concentration trains students in the personal selling strategies needed to excel at the sales process and manage sales 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
<b>Required Concentration Courses</b>		
MKT 537	Personal Selling	3
MKT 538	Sales Management	3
MKT 539	Customer Relationship Mgt	3
Concentration Courses		9
<b>Approved Electives: choose 4 courses from the list below.</b>		
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.		
Electives		12
Core Required Courses		9
<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.