Why an MS in Marketing?

Providing students with a specialized, research-oriented degree, the MS in Marketing is ideal for people who aspire to hold senior-level marketing positions or teach at the college level in the marketing field. With options to focus on B-to-B, B-to-C, or technical aspects of marketing, the MS in Marketing degree offers students opportunities to deepen their knowledge of marketing and gives students the opportunity to apply the lessons learned.

Unlike the broad-based MBA, the MS in Marketing is a targeted degree that does not require students to have professional experience prior to entry into the program. Typical students in the program are working professionals in the marketing arena who want in-depth training to advance their career or to take on leadership roles in the areas of marketing, marketing communications, or marketing metrics.

Marketing is unique in that while it is a business program, top industry leaders have knowledge in areas outside the business arena, such as mass communications, advertising, or even social marketing. While students in this program are able to add electives across the College of Business, they are also able to enroll in elective courses outside the College that are not typically part of the business curriculum.

For professionals who aspire to teach at the college level in the field, the program includes 21 hours in marketing. Graduates qualify for teaching at SACS and/or AACSB accredited institutions.

“The MS in Marketing is a great program for students who are serious about a marketing career. Students will increase skill sets and leave with a deeper understanding of strategic marketing. With options to focus on B-to-B, B-to-C, or the more technical aspects of marketing, this degree is ideal for careers in marketing, research, advertising management, or other applied areas of marketing.”

Miriam B. Stamps, PhD
Chair, Marketing Department
Admission Requirements

• Minimum score of 500 on the GMAT (comparable GRE scores may be considered).
• Minimum 3.0 GPA for all upper level work in an undergraduate program.
• Work experience is desirable, but no minimum work experience is required.

The program is comprised of 33 hours of coursework, 21 of which are within the discipline. Students must complete two prerequisites, which are not included in the 33-hour requirement:

• QMB 6305 - Managerial Decision Analysis
• MAR 6815 - Marketing Management

Prerequisites may be waived, with the permission of the program director, if the student has completed these courses (or an equivalent) within the last five years at an AACSB accredited institution. Two undergraduate courses in Marketing beyond the introductory course will satisfy the Marketing 6815 prerequisite.

Admission Deadlines

• Fall deadline: June 1
• Spring deadline: October 15

How to Apply

• Complete formal application at www.grad.usf.edu/programs/programs.asp
• Submit a resume and two letters of recommendation, from either industry or academic sources, to:

Dr. Paul J. Solomon, Director, MS in Marketing
4202 E. Fowler Ave., BSN3403, Tampa, FL 33620
psolomon@usf.edu

Required Courses

All courses below are three-credit courses that require MAR 6815 (Marketing Management) as a pre-requisite. Other pre-requisites are noted with the course.

• MAR 6216 - Logistics or MAR 6936 Supply Chain Management
• MAR 6158 - International Marketing
• MAR 6936 - Consumer Behavior
• MAR 6336 - Promotion Management or MAR 6936 - Brand Management
• MAR 6646 - Research for Marketing Managers (PR: QMB 6305)
• MAR 6XXX - Marketing Elective
• MAR 6816 - Marketing Strategy (last semester of the program)

Electives

The program includes twelve hours of electives to serve the goals of the individual student. Courses are to be selected by the student in coordination with the MS Advisor.

Electives may be a combination of College of Business courses and/or courses outside the business school. Potential areas of study include:

• new media
• communications
• social marketing (public health)
• research
• sustainability
• information technology
• strategic management