University of South Florida
MS in Marketing

Brand Manager
Marketing Director
Brand Strategist
Digital Marketing Coordinator
Marketing Specialist
Media Relations Coordinator
Sales Consultant
Marketing Research Analyst
Media Planner
Social Media Marketing Manager

Powered by Analytics • Driven by Creativity

USF MUMA
College of Business
University of South Florida
Marketing careers are some of the most exciting in business. To succeed in today’s market place, firms must have deep insights into their customers’ hearts and minds and develop strategies to leverage these insights to create unique customer value. A Master of Science in Marketing provides students with the skill sets and competencies to use analytical and creative techniques to discover customer insights, create great customer value and develop executable marketing strategies that succeed in the marketplace.

For the professional currently employed in marketing, an MS in Marketing offers the opportunity to enhance overall knowledge skills and abilities together with in-depth preparation in specialized marketing areas including analytics and branding. Those seeking to prepare for a career in marketing will obtain a solid graduate-level introduction to the field.

Marketing is such a diverse field. I decided to pursue an MS in Marketing to further develop my analytical skills. Focusing on the digital aspect of marketing will help me keep up with the fast changing pace of technology.

- Erika Troconis ’16  MS in Marketing

About the Program

The MS in Marketing from the USF Muma College of Business is a highly interdisciplinary program. Students can take courses from information systems, statistics, psychology, anthropology and communications to complement their marketing training. Some of the marketing areas covered in the program include sensory marketing, reverse supply chain, sustainable marketing and innovation.

The program was designed by world class faculty in collaboration with global industry leaders such as Nielsen, IBM, Raymond James and others to meet industry needs.
The MS in Marketing is preparing students for the job market today and tomorrow through its digital, analytical, creative and innovative orientation.

- Paul Solomon, Professor
Admission Requirements
The MS in Marketing program uses a portfolio approach: the strength of each applicant is determined based on the entire application, including prior college level academic performance. GMAT scores are preferred but GRE, MCAT, LSAT, and PCAT scores are accepted, TOEFL scores (for international students only). Additionally, two letters of recommendation, a résumé, and a statement of purpose are required. Applicants with three years of relevant professional work experience or those who have a USF Tampa bachelor’s degree with a cumulative GPA of 3.5 or greater may request waiver of the GMAT requirement.

Financial Assistance
USF and the Muma College of Business offer a number of scholarships, graduate teaching assistantships, tutoring opportunities, and Student Excellence Grants to Tampa students. Please visit the USF Financial Aid website at www.usf.edu/finaid for other sources of financial assistance.

How to Apply
Applications are submitted online at grad.usf.edu and are evaluated as they are received. Admissions decisions are usually made within four weeks. Non-USF transcripts must be submitted with application. Application deadlines are

**Fall**
- Domestic: June 1
- International: June 1

**Spring**
- Domestic: October 15
- International: September 15

Please contact International Services at global.usf.edu/is for more information on international requirements.