

Your Guide to the

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*



UNIVERSITY of
SOUTH FLORIDA
Muma College of Business

Why a Master's Degree in Marketing?

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.

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 creativity in marketing, consumer behavior, research for marketing managers, and digital marketing.

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 built on the work experience I had already earned along with my bachelor's degree. But, the program also taught me new skills in analytics, digital marketing and project creation that made it possible for me to move forward in my marketing career.

- Kayla Ford, '17 MS in Marketing

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Coursework

All courses are worth 3 credit hours unless otherwise noted.

Foundation Course (2 Credit Hours)

Incoming students who do not have a business degree from an AACSB accredited institution will be required to complete the foundation course listed below. Students with a business degree from an AACSB accredited institution may be waived after a review of prior coursework.

- **MAR 6815** - Marketing Management (2 Credit Hours)

Core Courses (15 Credit Hours)

- **MAR 6839** - Creativity in Marketing
- **MAR 6508** - Consumer Behavior Insights
- **MAR 6735** - Digital Marketing
- **MAR 6646** - Research for Marketing Managers
- **MAR 6816** - Marketing Strategy

Marketing Electives (9 Credit Hours)

Students will choose three marketing electives among a variety of marketing specialties. While not required, students can opt to earn a specialization in Marketing Analytics or Digital Marketing & Brand Management. Information on the current approved electives for the specializations can be discussed with the program academic services administrator.

Marketing Analytics Specialization

- **MAR 6936** - Marketing Analytics (REQUIRED)
- **ISM 6136** - Data Mining
- **ISM 6419** - Data Visualization
- **QMB 6358** - Data Analytics for Business

Digital Marketing & Brand Management

- **MAR 6838** - Brand Management
- **MAR 6936** - Social Media Marketing
- **ENT 6606** - Product Development
- **MAR 6336** - Promotion Management

Business Electives (6 Credit Hours)

- MAN 6165** - Principles of Collaboration
- MAN 6145** - Managing Creative Projects
- MAN 6601** - International Management
- MAN 6448** - Negotiating Agreements and Resolving Conflicts
- ENT 6116** - Business Plan Development
- ENT6186** - Strategic Market Assessment
- ENT 6619** - Creativity and Design
- MAN 6435** - Contract Management
- ENT 6126** - Strategic Entrepreneurship
- ENT 6606** - New Product Development
- ENT 6930** - Exit Strategies
- MAR 6907** - Practicum/Internship

Admission Requirements

The MS in Marketing admission committee uses a portfolio approach: the strength of each applicant is determined based on the entire application. The committee will consider the following:

- Prior college-level academic performance (bachelor's degree from a regionally accredited institution required).
 - For applicants with a three-year bachelor's degree from a regionally accredited institution, the following requirements must be met:
 - Minimum GMAT score of 600 or a minimum GRE score of at least 321, and a minimum of 25th percentile in the verbal portion of the test.
 - When the three-year bachelor's degree is less than 120 hours from Non-Bologna Accord Institutions, a transcript evaluation from a NACES member is required to confirm equivalency.
- GMAT, (preferred), GRE, MCAT, LSAT, and PCAT (submitted scores must be within five (5) years of the term of entry);
- Applicants may request a GMAT/GRE waiver if they meet one of the following requirements:
 - Applicants who have earned a bachelor's degree from USF, a Florida preeminent institution, or an AAU school and have a cumulative GPA of 3.5 or higher as indicated on the USF transcript (no rounding).
 - Applicants who have 3 or more years of professional work experience or managerial work experience.
- A statement of purpose
- Resume
- Relevant professional work experience
- Any additional information that helps to ensure potential success of the applicant in the program
- For applicants whose native language is not English, English proficiency must be demonstrated as detailed in the USF Graduate Catalog.

Financial Assistance

USF and the Muma College of Business offer a number of scholarships, graduate teaching assistantships, tutoring opportunities, and Student Excellence Grants to students. Please visit the USF Financial Aid website at 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 Deadline

Fall
June 1

Spring
October 15

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

Muma College of Business • 4202 E. Fowler Ave., Tampa, FL 33620
Phone: (813) 974-3335 • Email: bsn-grad@usf.edu • Web: business.usf.edu

Our college is accredited by:



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