**MaRKETING**

**Master of Science in Marketing (M.S.M.) Degree**

**DEGREE INFORMATION**

**Priority Admission Application Deadlines:**

**Fall:** June 1

**Spring:** October 15

International applicant deadlines:

<http://www.grad.usf.edu/majors>

**Minimum Total Hours:** 33

**Level:** Masters

**CIP Code:** 52.1401

**Dept. Code:** MKT

**Major/College Codes:** MKT BA

**Approved:** 2007

**Also offered as:**

Concentration under Business Administration (Ph.D.)

**CONTACT INFORMATION**

**College:** Muma College of Business

**Department:** Marketing (MKT)

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu/)

**MAJOR INFORMATION**

Contact department for information

**Accreditation**

Accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

**ADMISSION INFORMATION**

Must meet University requirements (see Graduate Admissions) as well as requirements ~~for admission to the major,~~ listed below. The MS in Marketing admission committee uses a portfolio approach: the strength of each applicant is determined based on the entire application. The admission committee will consider the following:

**Program Admission Requirements**

* Prior college-level academic performance (bachelor’s degree from a regionally accredited institution required);
* GMAT (preferred), GRE, MCAT, LSAT, and PCAT (submitted scores must be within five (5) years of the term of entry);
* Applicants may request a waiver of GMAT if they meet one of the following requirements:
  + Have a Bachelor’s degree with a cumulative GPA of 3.50 or greater from the University of South Florida-Tampa
  + Have a Bachelor’s degree with a cumulative of 3.50 or greater from any State of Florida that is a preeminent institution (i.e., University of Florida-Gainesville, Florida State University-Tallahassee,
  + Have a Bachelor’s degree with a cumulative GPA of 3.50 or greater from an AAU school (American Association of Universities).
  + ~~Applicants with a USF-Tampa Bachelor’s degree and accumulative GPA of 3.50 or greater may request waiver of GMAT;~~
  + Have three (3) or more years of managerial or professional experience ~~may request a GMAT/GRE waiver;~~
* A statement of purpose;
* ~~Recommendation letters;~~
* Resume
* Relevant professional work experience;
* Any additional information that helps to ensure the potential success of the applicant in the ~~major~~ program
* For applicants whose native language is not English, English proficiency must be demonstrated as detailed in the USF Graduate Catalog.
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* For applicants with a 3-year Bachelor’s Degree from a regionally accredited institution, the following requirements need to be met:
  + Minimum GMAT score of 650 or a minimum GRE score of 321, and a minimum of 25th percentile in the verbal portion of the test.
  + When the 3-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.

**CURRICULUM REQUIREMENTS**

*Total Minimum Hours: 30 credit hours*

Core classes – 15 hours

Specialization – 9 hours

Electives – 6 hours

**Prerequisites**

During the first year of the major, students who are unable to waive the prerequisites will be required to take:

MAR 6815 2 Marketing Management

QMB 6305 2 Managerial Decision Analysis

These courses may be waived if taken within the last five years from an AACSB accredited program.

**Core Course Requirements (15 hours)**

MAR 6936 3 Selected Topics: Creativity in Marketing

MAR 6936 3 Selected Topics: Marketing Analytics

MAR 6936 3 Selected Topics: Consumer Behavior Insights

MAR 6936 3 Selected Topics: Digital Marketing

MAR 6816 3 Marketing Strategy

**Specialization in the MS (9 Hours)**

Take three courses in any area of specialization:

**Marketing Analytics**

MAR 6646 3 Research for Marketing Managers

MAR 6936 3 Selected Topics: Data Visualization

MAR 6936 3 Selected Topics: Logistical System Analytics

ISM 6217 3 Database Administration

ISM 6316 3 Project Management

SPB 6706 3 Sports Business Analytics

**Digital Marketing and Brand Management**

MAR 6936 3 Selected Topics: Digital Media and E-Commerce

MAR 6936 3 Selected Topics: Brand Management

MAR 6336 3 Promotion Management

MAR 6936 3 Selected Topics: Digital Marketing

MAR 6936 3 Selected Topics: New Product Development

MAR 6936 3 Selected Topics: Innovations in Marketing

**Supply Chain Management**

MAR 6216 3 Logistics & Physical Distribution Management

MAR 6936 3 Selected Topics: Supply Chain Management

MAR 6936 3 Selected Topics: Logistical Systems and Analytics

Two electives from the following list or from any of the specializations above:

MAR 6936 3 Marketing Selected Topics

GEB 6527 3 Lean Six Sigma

ISM 6217 3 Database Administration

ISM 6156 3 Enterprise Resource Planning & Business Process Management

MAN 6448 3 Negotiating Agreement & Resolving Conflict

ESI 6324 3 Engineering the Supply Chain

**Electives (6 hours)**

Electives will be chosen based on mutual agreement by the Director and the student. These courses may be a combination of COB courses and courses outside the College. Electives to be considered include:

GEB 6527 3 Lean Six Sigma

GEB 6224 3 Improvisation in Business Organizations

MAR 6936 3 Selected Topics: Sales Force Management

MAR 6936 3 Selected Topics courses offered periodically

Courses from other specializations

Outside electives – any 6000 level graduate course for 3 hours (e.g., appropriate courses from Anthropology, Psychology, etc.)

**Practicum**

**Comprehensive Exam**

MAR 6816, Marketing Strategy course, is the capstone course in the MS program. Students will be required to do one or more comprehensvie case analyses in this course that will test their ability to integrate and synthesize various facets of marketing.

**Other Requirements**

To be granted an M.S. in Marketing degree, a student must have completed all of the required and elective courses with a GPA of 3.00 or higher.

**COURSES**

See [http://ugs.usf.edu/course-inventory](http://www.ugs.usf.edu/sab/sabs.cfm)