**MaRKETING PROGRAM**

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

**DEGREE INFORMATION**

**Program Admission Deadlines:**

**Fall:** July 1

**Spring:** October 15

**Summer:** No Admit

***International:***

**Fall:**  February 1

**Spring:** July 1

**Summer:** No Admit

**Minimum Total Hours:** 33

**Program Level:** Masters

**CIP Code:** 52.1401

**Dept. Code:** MKT

**Program (Major/College):** MKT BA

**Approved:** 2007

**Also offered as:**

Concentration under Business Administration (Ph.D.)

**CONTACT INFORMATION**

**College:** Business

**Department:** Marketing (MKT)

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

**PROGRAM INFORMATION**

Contact program for information

**Accreditation**

Accredited by the Commission on Colleges of the Southern Association of College and Schools. AACSB International - The Association to Advance Collegiate Schools of Business.

**ADMISSION INFORMATION**

Must meet University requirements (see Graduate Admissions) as well as requirements listed below.

**Program Admission Requirements**

To be admitted to the MS in marketing program, an applicant must:

* Take the GMAT (Graduate Management Admission Test) and score a minimum of 500 (under special circumstances a GRE score may be considered in lieu of the GMAT).
* Have a 3.00 or higher upper level undergraduate GPA from an accredited university.
* Submit two letters of recommendation from either industry or academic sources.
* Work experience is desirable.

**DEGREE PROGRAM REQUIREMENTS**

*Total Minimum Program Hours: 30 credit hours*

Core classes – 15 hours

Specialization – 9 hours

Electives – 6 hours

**Prerequisites**

During the first year of the program, 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 (two undergraduate marketing courses are required to subsitute for MAR 6815).

**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)