

MARKETING, MS

Banner Code: BU-MS-MKTG

Website: <https://business.gmu.edu/>

A specialized master's degree in marketing offers a wide range of prospective students the knowledge and skills to collect and analyze market data and consumer data to develop marketing strategies for business development, whether employed in a start-up venture, a local business, a global corporation, or an educational institution.

Admissions & Policies

Admissions

To be eligible for the MS in Marketing, applicants must have completed all coursework and requirements to receive their undergraduate degree (Bachelor's) prior to the start date of the program.

Admission to this program is based on a combination of the following criteria:

- A bachelor degree from an accredited university or an approved institution.
 - Undergraduate GPA – Target 3.0
- One official copy of transcripts of all colleges and universities attended in the United States and abroad.
- Statement of purpose (statement of how and why they would benefit from the program).
- Current resume.
- One letter of recommendation.
- English proficiency standards as required of all Mason graduate students.
 - Applicants who have earned a bachelor's, master's, or doctoral degree from a regionally accredited university in the United States, Canada (excluding province of Quebec), United Kingdom, Ireland, Australia, and New Zealand are considered to have met that standard.
 - All other applicants are required to take an English proficiency examination and meet minimum scores set by Mason in order to be considered for admission. The TOEFL or IELTS exams can be used to meet this requirement.
- The minimum scores are: TOEFL: IBT (minimum score: 93 total with 20 points minimum in each section). IELTS – Academic: 7.0 total band score.

Applications will be submitted to the Office of Graduate Admissions (<https://www.gmu.edu/admissions-aid/apply-now/how-apply/graduate/>). Applications will be reviewed by the SBUS admissions team using pre-approved admissions criteria to either accept or deny the applicant. Applicants will be accepted based on an acceptable combination of cumulative grade point average from their undergraduate institution and personal materials (e.g. personal statement, resume). In the case of ambiguity, a second-level committee comprised of Marketing Area faculty members will provide a recommendation to the admissions team.

For policies governing graduate admissions, see Graduate Admission Policies (<http://catalog.gmu.edu/admissions/graduate-policies/>).

Policies

For policies governing all graduate degrees, see AP.6 Graduate Policies (<http://catalog.gmu.edu/policies/academic/graduate-policies/>).

Requirements

Degree Requirements

Total credits: 30

Required Courses

Code	Title	Credits
MKTG 601	Marketing Essentials	0
MKTG 602	Basic Statistics for Marketing	0
MKTG 612	Consumer Behavior	3
MKTG 623	Marketing Strategy	3
MKTG 637	Marketing for a Better World	3
MKTG 651	Marketing Research	3
Total Credits		12

Electives

Code	Title	Credits
Select four courses from the following:		12
MKTG 610	Consultative Sales	
MKTG 615	Digital Marketing Strategy	
MKTG 625	Marketing Data Visualization and Analysis	
MKTG 633	Business to Business Marketing	
MKTG 652	Customer Analytics	
MKTG 653	Retailing and Pricing Analytics	
Total Credits		12

Capstone

Code	Title	Credits
MKTG 690	Applied Client Project	6
Total Credits		6