

Marketing

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Administration:

Department Head: Benet DeBerry-Spence
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Program Codes:

20FS1432MS (on-campus)
2PFS1432MSU (online)

The Master of Science in Marketing provides foundational and advanced knowledge of marketing, along with skills needed for a range of marketing positions and settings. Coursework focuses on cutting-edge strategic and tactical marketing concepts and skills, which are essential in today's rapidly changing marketing environment, where innovation, technology, customer requirements, and competition are intensifying in speed and complexity. The program will prepare marketing professionals to work in the full range of marketing careers, including brand management, digital marketing, marketing communications, and market research and analytics.

Admission and Degree Requirements

- [MS in Marketing](#)