

MS in Marketing (Online)

Admission Requirements

Applicants are considered on an individual basis. Transcripts for all undergraduate and any graduate work must be submitted to the UIC Business Liautaud Graduate School Program Office. In addition to the Graduate College minimum requirements, applicants must meet the following program requirements:

- **Degree Required** Bachelor's degree.
- **Baccalaureate Field** No restrictions.
- **Grade Point Average** At least 3.00/4.00 for the final 60 semester (90 quarter) hours of undergraduate study. Applicants with a master's degree must have maintained a grade point average of at least 3.00/4.00 in that program.
- **Tests Required** Tests such as the GMAT, GRE, or EA are not required; however, applicants have the option to submit either the GMAT, GRE, or EA. Applicants with a lower GPA and a competitive test score may benefit by submitting their test scores. Applicants seeking scholarships may also benefit by submitting their test scores.
- **English Proficiency** Additional information on the English proficiency test requirement for international students can be found on the [UIC Admissions website](#). Minimum test scores for this program are:

Exam	Score	Reading	Listening	Speaking	Writing
TOEFL iBT	80	19	17	20	21
IELTS Academic	6.5	6.0	6.0	6.0	6.0
PTE Academic	54	51	47	53	56

- **Letters of Recommendation** Two required.
- **Personal Statement** Required.
- **Resume** Required.
- **Guaranteed Admission to MS in Marketing** University of Illinois students or alumni (from the three campuses who have graduated from any undergraduate, graduate or professional program within three years of start of the MSM program) with a cumulative GPA of 3.25/4.00 will be guaranteed admission into the program provided all other requirements are met. Complete applications for guaranteed admission must be submitted by the specified deadline to qualify for guaranteed admission.
- **Deadlines** The application deadline for this program is the Graduate College deadline.

Degree Requirements

In addition to the Graduate College minimum requirements, students must meet the following program requirements:

- **Minimum Semester Hours Required** 32. Coursework consists of 16 hours of required courses and 16 hours of elective courses.
- **Coursework** Degree candidates must earn a cumulative grade point average of at least 3.00/4.00 for all 400- and 500-level courses. At least five courses used toward the MS degree must be at the 500 level.

Code	Title	Hours
------	-------	-------

Required Courses (16 hours)

MKTG 500	Introduction to Marketing	
MKTG 560	Marketing Management	
MKTG 562	Marketing Analytics	
MKTG 563	Marketing Research I	

Electives (16 hours)

Select four courses. Three electives may be taken to complete the concentration below and the remaining one as a freestanding elective. Alternatively, any four marketing electives may be taken. Other graduate courses may be taken to substitute up to two of the electives with the approval of the director of graduate studies.

Customer-Focused Marketing Concentration

Required course:

MKTG 561	Consumer Behavior
----------	-------------------

Select two of the following:

MKTG 567	Digital and Social Media Marketing
MKTG 572	International Marketing

Other Electives

MKTG 565	Integrated Marketing Communications
----------	-------------------------------------

- **Comprehensive Examination** None.
- **Thesis, Project, or Coursework-Only Options** Coursework only. No other options available.