

# MS in Marketing

## Admission Requirements

Applicants are considered on an individual basis. Transcripts for all undergraduate and any graduate work must be submitted to the UIC Business Liataud 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** GMAT or GRE, taken within five years of entry into the program.
- **Minimum English Competency Test Score**
  - **TOEFL** 90, with subscores of Reading 21, Listening 21, Speaking 25, and Writing 23 (iBT Test); 60, with subscores of Reading 19, Listening 17, Writing 21 (revised Paper-Delivered Test), **OR**,
  - **IELTS** 6.5, with subscores of 6.5 for all four subscores, **OR**,
  - **PTE-Academic** 61
- **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 have GMAT and GRE requirements waived and 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
<b>Required Courses (16 hours)</b>		
MKTG 500	Introduction to Marketing	
MKTG 560	Marketing Management	
MKTG 562	Marketing Analytics	
MKTG 563	Marketing Research I	
<b>Electives (16 hours)</b>		

Select four courses. Three electives may be taken to complete one of the concentrations 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.

### Digital Marketing Concentration

Required course:

MKTG 567	Digital and Social Media Marketing
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Select two of the following:

MKTG/IDS 518	Electronic Marketing
MKTG 565	Integrated Marketing Communications
MKTG 568	Business Intelligence and Technologies in Marketing
MKTG 570	Brand Management
MKTG 573	Omni-channel Retailing
MKTG 575	Content Marketing

### Customer-Focused Marketing Concentration

Required course:

MKTG 561	Consumer Behavior
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Select two of the following:

MKTG 567	Digital and Social Media Marketing
MKTG 569	Multicultural Marketing
MKTG 572	International Marketing

### Other Electives

MBA 590	Professional Topics
MKTG 574	Product Planning
MKTG 577	Interdisciplinary Research and Development I
MKTG 578	Interdisciplinary Research and Development II
MKTG 594	Special Topics in Marketing

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