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 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** GMAT or GRE, taken within five years of entry into the program.
- **Minimum English Competency Test Score**
  - TOEFL iBT 90, with sub-scores of Reading 21, Listening 21, Speaking 21, and Writing 23, OR,
  - IELTS Academic 6.5, with 6.5 in each of the four subscores, OR,
  - PTE-Academic 61
- **Letters of Recommendation** Two required.
- **Personal Statement** Required.
- **Resume** Required.
- **Other Requirements** Prerequisites: MKTG 500, MGMT 541, and ACTG 500 or FIN 500 (or MKTG 360, MGMT 340, and ACTG 210 or FIN 301 if the bachelor’s degree is from UIC).
  An admitted student may also fulfill prerequisites at the start of the program although this will increase the time for degree completion. Each course may be waived based on equivalent prior course work or appropriate work experience in the functional area.
- **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** 34, beyond prerequisites.
  Course work consists of 16 hours of required courses and 18 hours of elective courses.
- **Course Work** 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.

### Required Courses (16 hours)

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MKTG 560</td>
<td>Marketing Management</td>
<td></td>
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<tr>
<td>MKTG 562</td>
<td>Marketing Analytics</td>
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<td>MKTG 563</td>
<td>Marketing Research I</td>
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<tr>
<td>MKTG 568</td>
<td>Business Intelligence and Technologies in Marketing</td>
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### Electives (18 hours)
Select five courses. Three electives may be taken to complete one of the concentrations below and the remaining two as freestanding electives. Alternatively, any five 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

Select two of the following:
- MKTG/IDS 518 Electronic Marketing
- MKTG 561 Consumer Behavior
- MKTG 565 Advanced Digital Marketing and Advertising
- MKTG 570 Brand Management
- MKTG 573 Omni-channel Retailing
- MKTG 575 Content Marketing

#### Global and Multicultural Marketing Concentration

Required courses:
- MKTG 569 Multicultural Marketing
- MKTG 572 International Marketing

Select one of the following:
- MKTG 561 Consumer Behavior
- MKTG 567 Digital and Social Media Marketing
- MKTG 571 International Business Operations

#### Other Electives

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<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MBA 590</td>
<td>Professional Topics</td>
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<tr>
<td>MKTG 574</td>
<td>Product Planning</td>
<td></td>
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<tr>
<td>MKTG 577</td>
<td>Interdisciplinary Research and Development I</td>
<td></td>
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<tr>
<td>MKTG 578</td>
<td>Interdisciplinary Research and Development II</td>
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<tr>
<td>MKTG 594</td>
<td>Special Topics in Marketing</td>
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- **Comprehensive Examination** None.
- **Thesis, Project, or Course-Work-Only Options** Course work only. No other options available.