

# MASTER OF SCIENCE IN THE FIELD OF MARKETING

The future of marketing is about shaping, guiding, and innovating the consumption experience, bringing all the resources of the digital revolution to understand audiences and influence behavior. The master of science in marketing degree provides students with a comprehensive understanding of marketing management, digital marketing, and brand management. Students receive an experiential education with in-depth training in designing organizational brand identities, managing the customer experience, and measuring and segmenting brand communication strategies across channels.

Visit the program website (<https://business.gwu.edu/graduate-admissions/>) for additional information.

## ADMISSIONS

**Application deadlines:** Fall: Round 1 - November 15; Round 2 - January 15; Round 3 - March 15; Round 4 - May 1; After May 1 – Rolling

Spring: Round 1 - October 1; Round 2 - November 15; After November 15 – Rolling

**Application form:** Our application process for designated degree and certificate programs is through a secure, electronic submission process. The application and uploaded electronic documents will be submitted directly to the Office of Graduate Admissions via a secure, online process.

**Current resume:** Please list your entire work history including start and stop dates. You can upload the resume in the Employment History section of the online application form.

**Statement of purpose:** A Statement of Purpose is required for your application. Be sure to check your academic program of interest for any specific requirements regarding the statement. If there are no specific program requirements, your statement of approximately 500 words should address your interests, academic and professional objectives, and proposed topic(s) of graduate study. Please review the academic program pages for any additional guidelines for the statement of purpose.

**Previous academic records:** Applicants are required to upload and submit copies of transcripts from all undergraduate and graduate institutions attended, whether or not the program was completed or the credit appears as a transfer credit on another transcript.

We consider these uploaded transcripts to be “unofficial” as they are submitted by the applicant. Applicants who receive an offer of admission will be required at that time of enrollment to submit official final transcripts. An acceptable transcript is a copy of an official transcript produced by the institution.

If submitting transcripts from a foreign institution, please reference the International Student Requirements section for detailed information on requirements.

**Letters of recommendation:** One official letter of recommendation is required by the GW School of Business unless your specific program mandates two or more. The recommendation(s) must be from an individual in a position to appraise the applicant’s potential for graduate study (i.e. Manager, Professor, Mentor or etc.). Some programs have specific requirements for recommendation providers.

**Standardized test scores:** Some departments and programs require applicants to take standardized entrance examinations such as GRE (institution code: 5246) or GMAT (institution code: QK4-4F-40) scores. Please refer to your academic program for examination requirements and waiver information.

**English proficiency:** All applicants are required to demonstrate a level of proficiency in the English language sufficient to meet the admission requirement of the School of Business. Please reference our International Student Requirements for more details.

**Supplemental data:** Some departments and programs require the completion of supplemental data or submission of materials such as certificates or writing samples. Review the application requirements of your program of interest to determine if supplemental questions and/or materials are required.

**International applicants only:** Applicants who have not completed a post-secondary degree from a U.S. institution are required to submit TOEFL, IELTS, PTE Academic, or the Duolingo English Test scores to be considered for admission. Scores may not be more than two years old. To ensure TOEFL scores are sent to GW, use institutional code 5246. An institutional code is not required to send IELTS or PTE scores to GW.

PLEASE NOTE that the minimum English language test scores required by this program are:

- IELTS: Score of 6.0 overall with no individual score below 5.0.

- TOEFL: Score of 80 on the Internet exam (iBT) or 550 on the paper exam

- Duolingo English Test: Score of 110 or higher. Scores should be sent to GW School of Business.

- PTE Academic: Score of 53 or higher on the PTE Academic Test.

## REQUIREMENTS

This Bulletin covers the degree requirements for students matriculating in the current academic year. Students who matriculated before the current year can find their requirements in the relevant archived Bulletin (<https://bulletin.gwu.edu/archives/>).

The following requirements must be fulfilled: 30 credits, including 12 credits in required courses and 18 credits in elective courses.

<b>Code</b>	<b>Title</b>	<b>Credits</b>
<b>Required</b>		
MKTG 6242	Buyer Behavior	
MKTG 6243	Marketing Research	
MKTG 6258	AI Applications in Marketing	
MKTG 6265	Marketing Relational Databases and Customer Relationship Management	
<b>Electives</b>		

18 credits in MKTG courses taken at the 6000 level, excluding the required courses listed above.

## COMBINED PROGRAM

### Combined program

- Dual Master of Business Administration and Master of Science in the Field of Marketing (<https://bulletin.gwu.edu/business/dual-mba-ms-marketing/>)