

# MASTER OF SCIENCE IN THE FIELD OF MARKETING

The master of science in marketing (MSM) program is designed to provide students with knowledge, skills, and abilities to visualize long-term strategies and analyze critical information in a fast-changing and uncertain global environment. The program exposes students to modern theories and research in consumer behavior, research methodology and analytics, advertising and sales promotion, digital technologies, and the technologies of artificial intelligence and automated marketing. Marketing department courses emphasize an experiential learning pedagogy so that students develop strong problem-solving and integration skills. The courses integrate theory, method, and applications. They emphasize the collection, organization, and processing of consumer and marketing data, new analytic methodologies, and the impact of social media and new product and service technologies. Marketing is an exciting and dynamic field, and the MSM reflects this.

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

The following requirements must be fulfilled: 30 credits, including 15 credits in required courses and 15 credits in elective courses.

Code	Title	Credits
<b>Required</b>		
MKTG 6242	Buyer Behavior	
MKTG 6243	Marketing Research	
MKTG 6248	Advertising and Marketing Communications Strategy	
or MKTG 6256	Integrated Marketing Communication	
MKTG 6252	Digital Marketing	
MBAD 6274	Marketing	
<b>Electives</b>		
15 credits in elective courses selected from the following:		
MKTG 6246	Marketing of Services	
MKTG 6250	Professional Selling: Technology & Luxury	
MKTG 6251	Product Management	
MKTG 6255	Strategic Brand Management	
MKTG 6256	Integrated Marketing Communication	
MKTG 6259	Marketing Strategy	
MKTG 6261	Dynamic Pricing Strategy	
MKTG 6262	Digital Marketing Analytics	
MKTG 6263	Marketing Decision Analytics	
MKTG 6264	Artificial Intelligence and Machine Learning for Marketing Automation	
MKTG 6265	Marketing Relational Databases and Customer Relationship Management	
MKTG 6290	Special Topics	

## COMBINED PROGRAM

### Combined program

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