

Master of Science Marketing

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A nationally-ranked program designed to prepare students for prolonged success in a professional setting.

The Master of Science in Marketing is an intensive program designed to give students advanced analytical marketing skills and hands-on experience with which to launch a career in one of marketing's many fast-growing fields: Digital and social media Marketing; Marketing analytics and decision making; Marketing research and insight development; Management consulting and project management; Professional selling and sales management and Services marketing.

About the program:

Marketing is the field of business concerned with the identification and analysis of consumer and business market needs and the development and management of marketing programs to satisfy those needs. Marketers are responsible for market strategy, product development and management, development and execution of promotional programs, management of distribution systems, and pricing for targeted domestic and international market opportunities based on an understanding of consumers generated by marketing research and analysis of primary and secondary market data.

An undergraduate degree in Marketing is not a prerequisite for the Master of Science in Marketing. Current undergraduates should apply for admission during the fall prior to or spring of the year admission is sought. Students may choose to take either the GMAT or the GRE. The application deadline is July 1 for domestic students and April 1 for international students.

Who should consider the program:

- Business undergraduates who wish to earn a graduate degree via an additional year of advanced marketing coursework and hands-on project

experience before moving into the workforce.

- Undergraduates without a business background who wish to blend their education background and skills with an intensive year of instruction in marketing to earn a graduate degree and enhance their employment opportunities.
- Individuals who are currently working in the private or public sector who wish to enhance their opportunities for upward mobility by earning an advanced degree, and building a deeper skill set in enhanced analytical and research techniques.
- Individuals who wish to earn a masters degree en route to a possible doctorate in marketing.

Accelerated Master's Program in Marketing (AMP)

This newly launched program is designed to incentivize the best undergraduate Marketing students to earn both a BA and MS in Marketing at the same time. AMP students can double-count up to five graduate classes for both graduate and undergraduate credit. AMP requirements include: marketing major, 3.3 overall GPA, 3.5 GPA in marketing coursework, and 90 semester hours of college credit. The GRE/GMAT exam requirement is waived for students accepted into AMP.



Culverhouse
College of Business
Department of Marketing



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The University of Alabama offers a Master of Science degree in marketing (MS) with two specializations and two focused areas of study:

Digital and Social Media Marketing Specialization

The Digital and Social Media Marketing specialization involves a deep dive into the new world of digital marketing, with an overview course in social media–based marketing strategy followed by courses in digital marketing analytics and advanced digital marketing. The world of digital and social media marketing is growing rapidly, with firms around the world scrambling to add digital components to their marketing strategies.

Marketing Analytics Specialization

The Marketing Analytics specialization involves a heavy curriculum in statistics and SAS programming emphasizing data analysis and data mining. Graduates with this specialization earn a SAS/Data Mining Certification and are prepared to sit for the SAS programming certificate. Marketing Analytics graduates are highly sought after by a wide variety of organizations because of their ability to work with “Big Data.”

Marketing Management Focused Area of Study

The Marketing Management focused area of study allows for maximum flexibility in course selection and career planning. Graduates with a Marketing Management focused area of study pursue careers in project management, product management, sales, or research for consulting and research firms, banks, retail chains, and health care companies.

Professional Sales Focused Area of Study

A Professional Sales focused area of study appeals to many marketing and non-marketing undergraduates who wish to blend sales skills with the knowledge from their major field to serve a variety of industrial and service providers in their area of interest. Many graduates go on to careers in sales and sales management, where there is a shortage of qualified applicants for available jobs across a wide range of industries.

Admission Requirements

Admission requirements include a minimum GPA of 3.0 and a minimum score of 550 on the GMAT or 300 on the GRE. The average GPA of recent acceptees has been approximately 3.5 and the average GMAT has been 620. Entrance requirements for the Marketing Analytics specialization include a 3.3 GPA, a “B” or higher in undergraduate calculus, and a 580 GMAT/308 GRE.

Curriculum

The MS program requires 30 hours of coursework (33 hours for the Marketing Analytics Specialization), with the expectation that the degree will be completed in two semesters. For a comprehensive overview of the required Master of Science in Marketing coursework, please visit catalog.ua.edu.

Contact us for more information:

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