

USC SCHOOL	Marshall School of Business
ACADEMIC DEPARTMENT	Marketing
GRADUATE PROGRAM	MS Marketing (Choose Consumer Behavior or Marketing Analytics track)
POST CODE	CB=1583 MA=1776
TERM EFFECTIVE DATE	Summer 2022

PROGRAM DESCRIPTION

A brief description of the graduate program.

The USC Marshall Master of Science in Marketing is an innovative and multi-faceted program that prepares students for success in two main ways: first, we provide relevant, timely academic material and course offerings; second, we actively support each student in the pursuit of their dream job. Students customize their degree by selecting either the Consumer Behavior or Marketing Analytics track. The program is open to both business and non-business majors. Marketing Analytics track is a STEM-designated program. Students whose undergraduate GPA is under the Progressive Degree GPA of 3.5 are welcome to apply via WebAdmit for holistic review of their application including GMAT/GRE scores.

COMMON BACHELOR DEGREE PROGRAM PATHWAYS

A list of common bachelor's degrees that undergraduate students pursue in advance of pursuing a progressive degree option with this graduate program. Some programs are restricted to certain majors while others are open to all students.

All majors welcomed	
---------------------	--

PREPARATORY UNDERGRADUATE COURSES

A list of courses at the undergraduate level that prepare students for the graduate program. Required coursework is listed first, followed by recommended courses. If not applicable, this section will be blank.

Dept. Prefix - Course #	Course Title	Required or Recommended	Units
	NONE		

UNDERGRADUATE COURSES USED TO REDUCE GRADUATE LEVEL UNITS

A list of undergraduate level courses that may be used to reduce the number of graduate level units required for the graduate program. If there are none, that is specified instead.

Dept. Prefix - Course #	Course Title	Units
	++Note – taking one course from the below can be used to reduce total units for MS MKT from 30 to 27. There are no further reductions below 27 units.	
MKT 405	Advertising and Promotion Management (if taken, student cannot take MKT 526). Applies to both tracks.	4
MKT 425	Marketing in the Digital World (if taken, student cannot take MKT 556). Applies to both tracks.	4
DSO 499	Marketing Analytics track students should check with advisor if equivalent to DSO 545 is being offered as DSO 499.	4

CORE GRADUATE PROGRAM REQUIREMENTS (# units required)

A list of all required graduate courses for the graduate program. None of these courses may be used toward satisfying undergraduate degree requirements.

If special exceptions for any of these courses are made by the academic department, the course # is marked with an asterisk () and the exception is explained in the "Department Notes" section at the end of this course plan template.*

Dept. Prefix - Course #	Course Title	Units
CONSUMER BEHAVIOR TRACK CORE		
GSBA 528	Marketing Management	3
GSBA 542	Communication for Management	1.5
DSO 510	Business Analytics	3
MKT 525	Consumer Behavior	3
MKT 556	Internet Marketing	3
MKT 560	Marketing Strategy	3
MKT 566	Marketing Analytics	3
Marketing Analytics TRACK CORE		
GSBA 528	Marketing Management	3
GSBA 542	Communication for Management	1.5
GSBA 545	Data-Driven Decision Making	1.5
DSO 510	Business Analytics	3
MKT 556	Internet Marketing	3
MKT 560	Marketing Strategy	3
PLUS Complete 2 of the below 3 courses		
MKT 512	Customer Insights and Analysis	3
MKT 543	Market Demand and Sales Forecasting	3
MKT 566	Marketing Analytics (Duplicates with the former DSO 566)	3

PRE-APPROVED ELECTIVE COURSEWORK

Elective coursework is approved at the discretion of the academic department. Note the following details about the total number and units required of elective coursework.

3	TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE, Marketing Analytics Track**
9	TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE. Marketing Analytics Track**
4	TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE, Consumer Behavior Track
10.5	TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE, Consumer Behavior Track

TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS

30	TOTAL UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE, both tracks
3	TOTAL GRADUATE UNITS THAT MAY BE WAIVED (IF ANY), both tracks
27	MINIMUM NUMBER OF GRADUATE UNITS THAT MUST BE AT THE 500 LEVEL OR ABOVE, both tracks

NOTES FROM THE DEPARTMENT

This section highlights any unique considerations, exceptions, or requirements for the graduate program. If a program has specific restrictions (courses, majors, etc.), they are detailed below.

*A total 3 units may be waived if student completes one of the below -

- MKT 405 in lieu of MKT 526
- MKT 425 in lieu of MKT 556
- DSO 499 in lieu of DSO 545 in Marketing Analytics track only (confirm with Advisor if 499 course counts before enrolling)

**Marketing analytics electives must be chosen from this list of courses:

Pick 9 units from these: MKT 512, MKT 530, MKT 526, MKT 536, MKT 543, MKT 566, MKT 567, DSO 528, DSO 545, DSO 570, DSO 574

Rex Kovacevich

Name of Authorizing Master's Program Dean

7/21/2021

Date Approved

Assistant Vice Dean for Graduate Programs

Authorizing Dean's Title