

USC SCHOOL	Marshall School of Business
ACADEMIC DEPARTMENT	Marketing Specialized Masters Programs
GRADUATE PROGRAM	MS Marketing (Choose Consumer Behavior or Marketing Analytics track)
POST CODE	CB=1583 MA=1776
TERM EFFECTIVE DATE	Summer 2024
HOW TO APPLY	Apply Here

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. The Marketing Analytics track is a STEM-designated program. Applicants to a Progressive Degree Program must have at least a 3.0 cumulative USC GPA at the time of application. Applicants should be aware that the Master of Science in Marketing Progressive Degree Program is very competitive, and **successful applicants generally have an undergraduate GPA of 3.5 or higher.**

The MS MKT program starts in the Summer term and follows a sequential order. Therefore, students interested in an MS MKT PDP must apply to **start in a summer term only.**

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	
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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 and earning a B+ or better 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 and earned a B+ or better, student cannot take MKT 526). Applies to both tracks.	4
MKT 425	Marketing in the Digital World (if taken and earned a B+ or better, student cannot take MKT 556). Applies to both tracks.	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 Summer only	3
GSBA 542	Communication for Management Summer only	1.5
DSO 510	Business Analytics Summer only	3
MKT 525	Consumer Behavior Fall	3
MKT 556	Internet Marketing Summer, Spring	3
MKT 560	Marketing Strategy Fall, Spring	3
MKT 566	Marketing Analytics Fall, Spring	3
Marketing Analytics TRACK CORE		
GSBA 528	Marketing Management Summer only	3
GSBA 542	Communication for Management Summer only	1.5
GSBA 545	Data-Driven Decision Making Fall	1.5
DSO 510	Business Analytics Summer only	3
MKT 556	Internet Marketing Summer, Spring	3
MKT 560	Marketing Strategy Fall, Spring	3
PLUS Complete 2 of the below 3 courses		
MKT 512	Customer Insights and Analysis Fall	3
MKT 543	Market Demand and Sales Forecasting Spring	3
MKT 566	Marketing Analytics (Duplicates with the former DSO 566) Fall, Spring	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.

- The Master of Science in Marketing Progressive Degree Program is very competitive, and **successful applicants generally have an undergraduate GPA of 3.5 or higher.**
- All students in their 1st summer of enrollment must take GSBA 542 and GSBA 528. Students who are not available to take classes during their 2nd summer of enrollment must also take DSO 510 in 1st summer. Marketing Analytics track students must additionally take GSBA 545 in their 1st fall
- Marketing Analytics electives must be chosen from this list of courses:
Pick 9 units from these: DSO 516, DSO 528, DSO 529, DSO 530, DSO 545, DSO 547, DSO 552, DSO 570, DSO 574, MKT 512, MKT 526, MKT 530, MKT 536, MKT 543, MKT 566, MKT 567
- Marshall Undergraduate Majors may be able to use up to 9 units of 500-level graduate electives taken as part of the MS in Marketing Program toward their Marshall MUDE units. You will have the opportunity to discuss this in detail with the graduate program advisor if your application is recommended for admission

Rahsan Akbulut

Name of Authorizing Master's Program Dean

8/24/2023

Date Approved

Associate Vice Dean, Graduate Programs | Marshall School of Business

Authorizing Dean's Title