MASTER MARKETING
Master of Science in Marketing
USC MARSHALL SCHOOL OF BUSINESS

Advance your career in as little as 12 months
Brilliant marketing is at the core of turning potential customers into loyal brand advocates. There is arguably no discipline more important in today’s consumer-driven economy. From Apple to General Electric to Google to Warner Brothers, behind every path-breaking product sits a master marketer.

Are you ready to join their ranks?

USC Marshall’s new Master of Science in Marketing (MS.MKT) is uniquely designed to hone students’ analytical and innovative marketing skills and to help them build deep marketing expertise on a fast track.

The Schedule
The Master of Science in Marketing allows you to earn a graduate degree in a business discipline without waiting to acquire the years of work necessary for admission to an MBA program. Complete the degree over the course of 12 months, starting in the summer semester in May, or choose a two-year or longer part-time option while you maintain your current employment.

The Pitch
Marketing crosses all disciplinary boundaries, and the modern marketer must have polished technical skill and deep topical knowledge. USC Marshall’s MS.MKT offers both, leveraging the resources of an elite business school and providing access to coursework across one of the world’s most prominent research universities.

We’re Ready for You
Successful applicants should have an undergraduate degree, strong GMAT or GRE scores, competitive undergraduate GPA as well as a persuasive essay demonstrating your passion for marketing.

If you are serious about pursuing a marketing career or advancing your current position with a degree from one of the nation’s premier business schools, we welcome your inquiries.

Destination: Influence
The Master of Science in Marketing will bring you to USC’s University Park Campus in Los Angeles, introducing you to award-winning thought leaders and putting you at the center of a dynamic metropolis that is the linchpin of the global economy.

Expand Your Network
Who you know matters. As a graduate of the MS.MKT program, you join the more than 340,000-strong USC Trojan Family, including 80,000 Marshall alumni.

A degree from USC Marshall gives you instant connections – and a calling card that will open doors around the world.
The Curriculum

The MS.MKT curriculum establishes a strong foundation in business fundamentals:

- Marketing Management
- Business Analytics
- Marketing Analytics
- Marketing Strategy

Building on the foundation, other marketing courses include:

- Advertising and Promotion Management
- Branding Strategy
- Consumer Behavior
- Customer Insights and Analysis
- Digital Marketing
- Global Marketing
- Marketing Channels
- New Product Development
- Pricing Strategies

Expanding into other business disciplines, the students can choose from the following electives:

- Data Analytics Driven Dynamic Strategy and Execution
- Data Warehousing, Business Intelligence and Data Mining
- Global Business Issues in the Networked Digital Industry
- Business Models for Interactive Digital Media & Services
- Introduction to New Ventures
- Technology Commercialization

The curriculum also offers cross-disciplinary courses across renowned schools at the University of Southern California, including the Annenberg School for Communication and Journalism, the Keck School of Medicine, the Sol Price School of Public Policy and the School for Cinematic Arts.

Suggested course offerings include:

- Case Studies in Digital Entertainment
- Visual Storytelling: Production, Management and Culture
- Digital Technologies and the Entertainment Industry
- The Television Industry: Networks, Cable and the Internet
- Foundations in Health Education and Promotion
- Public Health Policy and Politics
- Health Care Ventures

As a culminating experience, MS.MKT students collaborate to craft an innovative marketing strategy for prospective employers.