Program Learning Objectives
MS Marketing

The purpose of the USC Marshall School of Business Master of Science in Marketing is to develop students for work in a sector of the marketing profession. A Master of Science graduate majoring in Marketing can expect to achieve the following learning objectives:

- Our graduates will have a strategic understanding of marketing and be able to take into account the relationships between this discipline and other areas of business to make holistic judgments when analyzing business situations.

- Our graduates will assess the interdependent, fast-changing, and diverse world of marketing, as well as global economic/financial interdependencies that signify current geopolitical, economic and financial relationships, to make business decisions that make a difference in the world.

- Our graduates will demonstrate critical thinking skills, making the intellectual connection between quantitative and qualitative tools, theories and context to properly and effectively solve problems and make decisions, as well as develop new and innovative business opportunities to strategically navigate the complex demands of the current and dynamic national and international business environments.

- Our graduates will utilize interpersonal and leadership skills to be highly effective business managers and leaders; demonstrating self-awareness, emotional intelligence, curiosity, visionary and strategic thinking, teamwork, reflection and knowledge transfer skills.

- Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.

- Our graduates will effectively communicate using business specific terminology in written and verbal form and facilitate information flow in a variety of organizational, social, and intercultural contexts.