

The Master of Science in Marketing is a one-year accelerated program designed to build an in-depth knowledge of the ever-evolving field of marketing. Students can choose from two specializations: Consumer Behavior or Marketing Analytics (STEM). With a combination of world-class guest speakers, current case studies, project-based learning opportunities and individualized career planning, each specialization will provide the necessary analytical, critical thinking, creative, and communication skills to thrive in today's marketing environment.

	2018	2019
Class Size	52	59
Average GPA	3.47	3.47
Median GMAT	671	681
Average Age	23	26
Average Years Work Exp	1.8 years	2.3 years
Female	75%	82%
International	58%	58%

*Summer entering classes

Curriculum

- Marketing Management
- Market Demand and Sales Forecasting
- Business Analytics
- Customer Insights and Analysis
- Consumer Behavior
- Marketing Analytics
- Internet Marketing
- Marketing Strategy

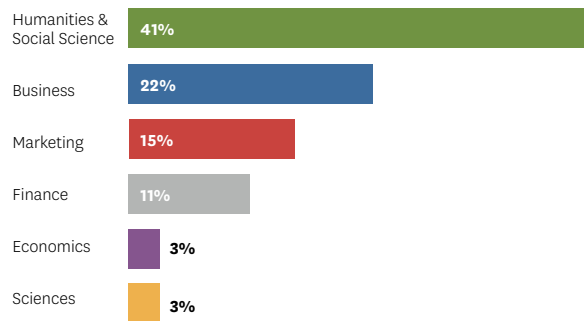
Companies that hired MSMKTG

85C Bakery Cafe
BaishanCloud
Becton Dickinson & Co. (BD)
BIGO
China Luxury Advisors
Cogent Entertainment Marketing
Cupcakes and Cashmere
Elaine Kim Studio
Eyesthetica
Honda R&D Americas, Inc.
NBCUniversal
NewRoad Foods
PMG Digital Agency
Shift Digital
Variety
VIVO
Warner Bros. Entertainment
Yamibuy.com

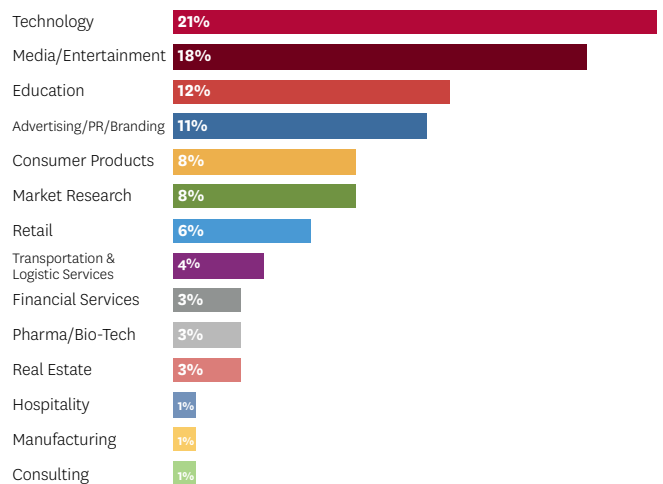
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Undergraduate Majors 2019



Graduate Employment Outcomes by Industry



Countries Represented

USA, Brazil, Canada,
China, Honduras, India,
Korea, Russia, Taiwan,
Thailand

