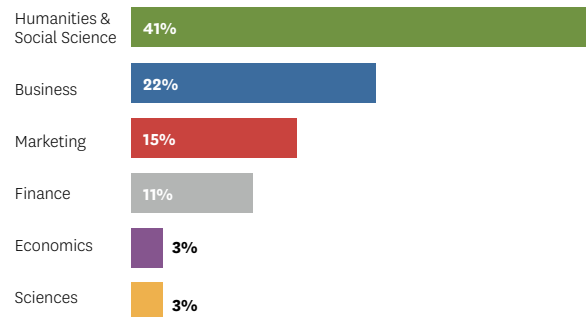


The Master of Science in Marketing is a one-year accelerated program designed to build an in-depth knowledge of the ever-evolving field of marketing. Students can choose from two specializations: Consumer Behavior or Marketing Analytics (STEM). With a combination of world-class guest speakers, current 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

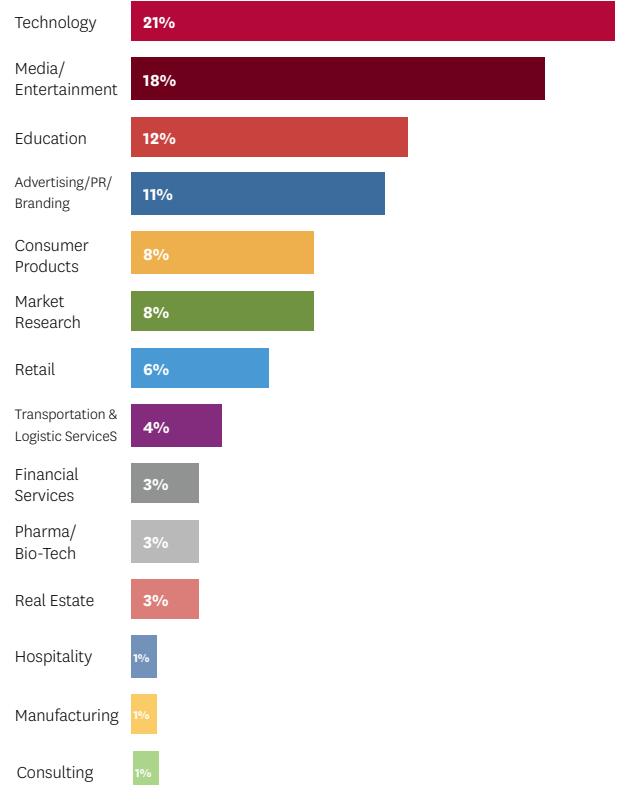
Undergraduate Majors 2019



Representative Employers

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

Graduate Employment Outcomes by Industry



Contact Information

University of Southern California
Marshall School of Business

EMAIL: ms.marketing@marshall.usc.edu

WEB: marshall.usc.edu/msmkt

Countries Represented

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

“The USC Marshall School of Business has an amazing faculty. Each faculty member has great connections to top leaders from various companies and industries. The cases given to students are up to date and you hear from guest speakers who are in the industries and companies of your dreams doing your dream job.”

Hoda Sedghi, *Class of 2017*



“Be ready for your life to change. I experienced two different universities before coming to the MS in Marketing program, and nothing compares to USC.”

Michael Burns, *Class of 2019*

“The networking I think is the largest factor in my growth. The program has introduced me to many top executives that are amazing. Besides the Masters of Marketing seminars, I was also introduced to guest speakers from top global companies through the classes held at the USC Marshall School of Business.”

Pippa Bowen, *Class of 2018*



TROJAN NETWORK

marshall.usc.edu/alumni

375,000+ USC alumni

93,000+ USC Marshall alumni

PROGRAM FEATURES

marshall.usc.edu/MSMkt/academics

• TWO SPECIALIZATIONS:

Consumer Behavior and Marketing Analytics (STEM-certified)

• TOTAL UNITS, CONSUMER BEHAVIOR:

19.5 required and 10.5 elective courses (30 units)

• TOTAL UNITS, MARKETING ANALYTICS:

21 required and 9 elective courses (30 units)

LENGTH OF PROGRAM:

1 year of full-time study or 2-3 years of part-time study

PROGRAM START:

May, classes begin in Summer Semester

Application Deadlines

ROUND 1: October 31

ROUND 2: November 30

ROUND 3: December 31

ROUND 4: January 31*

ROUND 5: February 28

**January 31 is the deadline for international applicants.*

VISIT CAMPUS

marshall.usc.edu/MSMkt/infosessions

View an information session and explore student perspectives online. Sign up to hear updates from the program and reach out to connect with program leadership.

LOCATION

1M firms and **10M** people in LA County

28 Fortune 500 firms in Southern California

