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.

Class Size
- 2018: 52
- 2019: 59

Average GPA
- 2018: 3.47
- 2019: 3.47

Median GMAT
- 2018: 671
- 2019: 681

Average Age
- 2018: 23
- 2019: 26

Average Years Work Exp
- 2018: 1.8 years
- 2019: 2.3 years

Female
- 2018: 75%
- 2019: 82%

International
- 2018: 58%
- 2019: 58%

*Summer entering classes

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

Contact Information
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Countries Represented
USA, Brazil, Canada, China, Honduras, India, Korea, Russia, Taiwan, Thailand, Vietnam

Undergraduate Majors 2019
- Humanities & Social Science: 41%
- Business: 22%
- Marketing: 15%
- Finance: 11%
- Economics: 3%
- Sciences: 3%

Graduate Employment Outcomes by Industry
- Technology: 21%
- Media/Entertainment: 18%
- Education: 12%
- Advertising/PR/Branding: 11%
- Consumer Products: 8%
- Market Research: 8%
- Retail: 6%
- Transportation & Logistic Services: 4%
- Financial Services: 3%
- Pharma/Bio-Tech: 3%
- Real Estate: 3%
- Hospitality: 1%
- Manufacturing: 1%
- Consulting: 1%
“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

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

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.