

## Application Requirements

The following link provides details on the general application requirements for a Progressive Degree Program (PDP): <https://undergrad.usc.edu/programs/progressive/>.

- Applicants to the progressive degree program may apply once they have at least 64 total units of undergraduate course work completed, excluding AP, IB, or transfer units earned prior to graduation from high school.
- Applicants may apply in their junior or senior year, but no later than the semester prior to beginning graduate work. (e.g. Seniors graduating in May must submit their application by December 31<sup>st</sup> deadline).
- Applicants do not need to submit GRE, GMAT or other graduate entrance exam scores but should have at least a 3.5 cumulative USC GPA at the time of application.
- Complete and submit [Application for Admission to a Progressive Master's Program](#), including:
  - Application form (Progressive Degree Application UGP.doc)
    - No signatures required at this phase
  - STARS report
  - One letter of recommendation from USC faculty (two letters are preferred)
  - Copy of most recent course plan from Undergraduate advisor
- The MS in Marketing Program also requires:
  - Essays
    - A personal statement of no more than 500 words describing **why you would like to pursue an MS in Marketing PDP and your career aspirations**
    - Two essays (no more 700 words each) on marketing-related topics – see below link for prompts:  
[MS MKT Summer 2022 MS MKT Progress Degree Application google document](#)

## Course plan details

The MSMKT program starts in the Summer semester and follows a sequential order. Therefore, students interested in an MSMKT PDP **must start MSMKT courses the summer before their expected graduation date.**

- Please refer to [the MSMKT Program curriculum](#) for the program structure.



- The MSMKT PDP course plan will **start with the MSMKT summer curriculum, namely GSBA 528 – Marketing Management (3 units) and GSBA 542 – Communication for Management (1.5 units)**, and continue with a mix of undergraduate and graduate (GR) course work with an emphasis on undergraduate requirements in the beginning semesters.
- Undergraduate degree requirements will either be completed before or at the same time as the master’s degree requirements.
- A student’s expected graduation date will extend as a result of the PDP. The number of additional semesters it will take to complete the bachelor’s degree and MSMKT PDP will depend on the UG requirements and individualized course plan. The time to complete varies on a case-by-case basis.
- Students must **list every course of the MSMKT program** in their course plan. Courses (including electives) must be listed in full, for example: GSBA 528 -Marketing Management.
  - A list of approved core and elective classes can be found on the [MSMKT website](#).

### **Additional Information**

- Once a student has completed 8 semesters (including transfers from another university), he/she will be considered a graduate student. This status change will affect your financial aid package. Please visit the Office of Financial Services (JHH Lobby) for more information.
- If you are a scholarship student, please visit with your scholarship coordinator to discuss the impact of the Progressive program on your scholarship.
- Submission of an application to the Progressive Degree does not constitute automatic admission. Students must be accepted in order to pursue the Progressive degree objective.
- Progressive students are **not** eligible for merit based scholarships from the MSMKT program.
- If you are unsure of your eligibility please email [ms.marketing@marshall.usc.edu](mailto:ms.marketing@marshall.usc.edu) your USC ID number, current completed unit count, current GPA, and undergraduate major.

### **Course substitution policy**

- Students who have taken a comparable undergraduate course to a **select few MSMKT classes – MKT 526, MKT 556, DSO 545** – and who received an A- or higher in the course might be eligible for a course substitution.
- This is on a case-by-case basis determined during the interview process at the discretion of the Academic Director and if applicable, changes will be made at that stage.

## How to proceed

### Step 1

Prospective MSMKT PDP applicants must **submit a proposed course plan featuring their undergraduate and graduate course work (without signatures), resume, essay and STARS report to the [Summer 2022 MS MKT Progressive Degree Application](#).**

- We recommend filling out the proposed course plan with your undergraduate advisor **to the best of your abilities.**
- Consider this a **rough draft action plan.**
- Please refer to the MSMKT curriculum section for guidance.

### Step 2

Progressive Degree Applicants should then reach out to their recommenders for letters, instructing recommenders to send letters directly to the [ms.marketing@marshall.usc.edu](mailto:ms.marketing@marshall.usc.edu). We cannot accept letters unless they are sent from faculty to the MSMKT Program Office account linked above.

### Step 3

When the above two steps are complete, applicants may be **invited to interview with the a Member of the MSMKT Admissions Committee.**

### Step 4

If admitted to the MSMKT PDP students will then gather the required signatures at the undergraduate and graduate level. At that point in time the student will receive information on how to proceed.

## Application Dates & Deadlines

- We are now accepting new PDP applications for Summer 2022.
- Round 1 – October 31, 2021
- Round 2 – November 30, 2021
- Round 3 – December 31, 2021
- Round 4 – January 31, 2021
- After January 31, admission continues on a rolling basis, depending upon space

## Frequently Asked Questions – FAQ

1. **How many applicants are there and what is the acceptance rate?**

The MSMKT PDP is very competitive. The total number of applicants and acceptance rate will vary from year to year.

**2. Can I start the MSMKT PDP in the Fall or Spring semester?**

No. The MSMKT program starts in the Summer.

**3. Why am I considered a graduate student once I have completed 8 semesters?**

Eight semesters is the maximum number for undergraduate financial aid. You may contact Financial aid for detailed information regarding this policy. The Office of Financial Aid is located in JFF (Lobby); (213) 740-1111.

**4. When will I be notified if I have been accepted to the MSMKT PDP?**

The MSMKT program has [4 rounds for admission](#). Most applicants receive a notification 6-8 weeks after the deadline to which they submit.

**5. Will this reduce the number of units needed for my Bachelor's degree?**

No, completing a PDP does not reduce your undergraduate degree requirements.

**6. Can undergraduate course work count for graduate level degree requirements?**

No and graduate course work cannot count towards your undergraduate degree requirements; however, taking one course from the below can be used to reduce total units for MS MKT from 30 to 27. There are no further reductions below 27 units. This applies to both the Marketing Analytics and Consumer Behavior tracks. MKT 405 Advertising and Promotion Management (if taken, student cannot take MKT 526). MKT 425 Marketing in the Digital World (if taken, student cannot take MKT 556). DSO 499 Marketing Analytics track students should check with advisor if equivalent to DSO 545 is being offered as DSO 499

**7. How will my financial aid package work?**

Please consult with a Financial Aid Advisor regarding your financial package for your remaining semesters.

**8. Can a student complete more than one progressive master's degree?**

No, only one progressive master's degree is allowed.

**9. If the student doesn't know which electives they are going to complete for his or her master's program, can a generic "graduate degree elective" be entered on the course**

**plan?**

Yes.

**10. Are students guaranteed a seat in the elective listed?**

No. The registration process for elective classes are during the student's Marshall Graduate Registration appointment time. If a preferred elective is full, the student must pick a different elective.