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 31st 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
  - Two letters of recommendation. We prefer one academic reference and one professional reference
  - Professional resume
  - Copy of most recent course plan from Undergraduate advisor

- The MS in Marketing Program also requires:
  - Essays
    - Essay 1: 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
    - Essay 2: Provide an example of a recent marketing campaign you observed that inspired you to pursue a career in marketing and apply for the MS in Marketing Program at USC. Make sure your answer is detailed and is specific as possible. (800 words maximum)

Course plan details
The MSMKT program starts in the Summer term and follows a sequential order. Therefore, students interested in an MSMKT PDP must apply to start in Summer term only.

- 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. MS MKT students must take DSO 510 in summer but have the option to take DSO 510 in their first or second summer of enrollment.

Undergraduate degree requirements will either be completed before or at the same time as the master’s degree requirements.

Additional Information

Once a student has completed 144 units (including transfers from another university), they 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.

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.
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. 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 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 2023.
- Round 1 – October 15, 2022
- Round 2 – November 15, 2022
- Round 3 – December 15, 2022
- Round 4 – January 20, 2023

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 144 units?

   144 units is the maximum number of units 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. How will my financial aid package work?

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

6. Can a student complete more than one progressive master degree?

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