

# MASTER OF SCIENCE IN MARKETING (M.S.)

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## Purpose

The Master of Science in Marketing program is designed to equip graduates to engage in practical research, exercise professional judgment, and exhibit ethical character in alignment with a biblical worldview. The program includes a focused application of the skills required to plan, execute, and manage marketing strategies and functions. Students are given a multi-faceted approach to marketing, in which they consider product lines, examine historical and future markets, promotion strategies, and budget planning.

## Program Learning Outcomes

The student will be able to:

- Incorporate Christian worldview perspectives when solving marketing ethical dilemmas.
- Evaluate and present scholarship relevant to marketing contexts.
- Solve complex marketing issues within various contexts.

## Program Specific Admissions Requirements

In addition to the general admission requirements, admission to candidacy in the *M.S. in Marketing* requires:

1. Earned baccalaureate degree in a marketing or business discipline or its equivalent from an institution accredited by an agency recognized by the U.S. Department of Education (e.g., SACS, TRACS, ABHE, etc.)
2. An undergraduate cumulative GPA of 3.00 or above (on a 4.00 scale)
3. TOEFL (if applicable)
4. Fifteen hours of upper-level undergraduate business or marketing courses from an institution accredited by an agency recognized by the U.S. Department of Education (e.g., SACS, TRACS, ABHE, etc.)
5. **Program Prerequisites:** Our accrediting body, ACBSP, requires all students accepted into ACBSP accredited School of Business programs to meet the Core Professional Component (CPC) (equivalent to 27 Hours of Undergraduate Business Courses). If a student is missing a course(s) within the CPC, they may take the 3-credit-hour BMAL 590 Business Common Professional Components (3 c.h.) course to fulfill this requirement. Students that meet the 27 hours of undergraduate courses in the following areas would not need to take BMAL 590 Business Common Professional Components (3 c.h.):
  - Management
  - Organizational Behavior
  - Quantitative Analysis (statistics)
  - Operations Management
  - Marketing
  - Ethics
  - Economics
  - Accounting (2 courses)

## Programs of Study Delivery Format: Online Only

- Marketing (M.S.) - Digital Marketing & Advertising
- Marketing (M.S.) - Project Management
- Marketing (M.S.) - Public Relations
- Marketing (M.S.) - Social Media Management
- Marketing (M.S.) - Sports Marketing & Media

## Career Opportunities

- Account Executive
- Advertising Account Manager
- Advertising and Promotions Manager
- Community Relations Coordinator
- Digital Marketing Manager
- Digital Media Graphic Designer
- Digital Media Promotional Writer
- Digital Media Specialist
- Marketing Manager
- Marketing/Public Relations Researcher
- Product Manager
- Project Management Specialist
- Public Relations Coordinator
- Public Relations Manager
- Sales Manager