Marketing (MS) - Accelerated Online Program

Overview

The Master of Science in Marketing is a 30-hour fully online program designed to give students advanced analytical marketing skills and hands-on experience to launch a career in one of marketing's many fast-growing fields. Graduates of the program will be equipped for roles in Digital and Social Media Marketing, Brand and Product Management, Marketing Research and Insight Development, Marketing Consulting, and Project Management. Full-time students have the opportunity to graduate in one year.

Admission Requirements

To be admitted to the graduate program, prospective candidates must first meet all requirements for graduate admission to UT Rio Grande Valley, as well as the other requirements listed below:

1. Undergraduate GPA of at least 3.0 in the last 60 semester credit hours.

2. Applicants with a GPA below 3.0 will be considered on a case-by-case basis.

3. Official transcripts from each institution attended (must be submitted directly to UTRGV).

4. A personal statement that addresses the following questions to demonstrate writing competency and communication skills:
The Robert C. Vackar College of Business and Entrepreneurship, we place great importance on strong moral values, initiative, and professionalism. Describe one example of how you have demonstrated these qualities. What are your career aspirations? How will the MS Marketing degree help you achieve them? What aspects of your academic and professional background have prepared you to be successful in this program? What are your thoughts on how the field of marketing will evolve in the next 5-10 years?

5. A current resume that lists your educational and professional experiences.

6. One letter of recommendation.

Application for admission must be submitted before the published deadline. The application is available at www.utrgv.edu/gradapply.

Program Requirements

Required Courses - 30 Hours

MARK 6310	Marketing Strategy
MARK 6320	Consumer Behavior
MARK 6330	Business Ethics
MARK 6340	Market Research Methods
MARK 6370	Social Media in Business
MARK 6382	Branding
MARK 6383	AI-Powered Marketing
MARK 6391	Marketing Consulting I
MARK 6392	Marketing Consulting II
INFS 6356	Data Visualization

TOTAL CREDIT HOURS: 30