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#5
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PROGRAM HIGHLIGHTS

GRADUATE IN 10 MONTHS
CUTTING EDGE CURRICULUM WITH PRACTICAL APPLICATIONS
NO WORK EXPERIENCE REQUIRED

Leverage your existing skills by learning theoretical frameworks and applied analytical training to prepare for a new career in marketing.

THE MCCOMBS SCHOOL OF BUSINESS | TEXAS MSM PROGRAM
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Our courses are grounded in analytics and exploding in creativity. The 36 credit hour program provides students with an intense, in-depth learning experience.

**Foundations Courses**

- Statistics for Marketing
- Financial Management
- Marketing Management

**Key Marketing Topics and Practical Applications**

- Programming, Databases and Data Visualization
- Marketing Analytics I
- Marketing Analytics II
- Customers in a Digital World
- Data Analytic and Dynamic Pricing
- Design Thinking for Innovation
- Product and Brand Management
- Digital and Social Media Marketing
- Entrepreneurial Marketing
- High Tech Marketing

The MSM Practicum Course gives students a unique, hands-on experience. It will be an incredible opportunity for student exposure, real-world training, and practical learning.

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