

Are you interested in an exciting career in the new economy - where the internet of things, high fashion and the user economy are creating innovative and exciting new opportunities? Then consider the new...

MASTER OF SCIENCE IN MARKETING

#5

MARKETING DEPARTMENT
IN THE NATION

US News and World Report

#6

BEST
PROFESSORS

Princeton Review

#1

AUSTIN - RANKED BEST CITY IN
THE COUNTRY FOR JOBS

Forbes

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

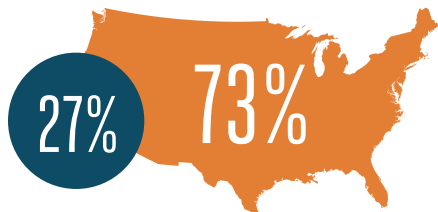
2110 Speedway, Austin, TX 78712

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LEARN MORE SPECIFICS ABOUT THIS GREAT PROGRAM ON THE OTHER SIDE

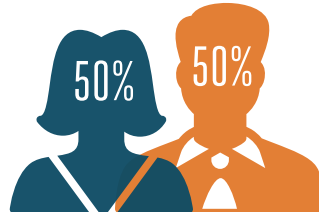
A DEEPER LOOK AT THE MS IN MARKETING PROGRAM AT MCCOMBS

INTERNATIONAL VS. U.S.



27% INTERNATIONAL, 73% DOMESTIC

GENDER



50% FEMALE, 50% MALE

MAJORS

Communications	Linguistics
Music	Marketing
History	Chemistry
Business	Spanish
Engineering	Photography

MSM STUDENT BACKGROUNDS

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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