Application Deadlines
Applicants are accepted for fall admission only. Applications may be submitted beginning September 1st of each year, and decisions are made on a rolling basis. Prospective students are encouraged to apply during the fall or early spring semester.

Priority Consideration and International Students: January 15
These deadlines are for applicants with completed prerequisites and transcripts. Further information regarding application deadlines for applicants without these items is available online.

For additional information, contact:
Stephen W. McDaniel
MS - Marketing Director
ms-mktg@mays.tamu.edu
(979) 845-5801

Mays Business School’s Master of Science in Marketing program provides you with the confidence to move from student to professional. By20 mastering the knowledge and skills needed in the marketing profession, this program prepares you to approach your career with certainty in your abilities.

Are you ready to take the next step toward being a professional?

“T20e MS-Marketing program has given me not only the skills to be a versatile asset in an organization, but also the confidence to become a professional.”
Holly Herrera
Class of 2012

Mays Business School
Texas A&M University
College Station, Texas

Master of Science in Marketing... in how to communicate your ideas in a clear and compelling way.
... in your ability to think critically and present solid, strategic ideas.
... in your knowledge of the concepts, tools and skills needed in a marketing position.
... in the value you will add to an organization because of your experience.

Required Materials for a Complete Application
- Online application, which includes an application fee
- GMAT or GRE scores
- Transcripts
- Three recommendations, submitted electronically
- Professional résumé
- TOEFL scores (international students only)
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The Master of Science in Marketing program at Texas A&M University’s Mays Business School serves those seeking a specialized marketing program, either immediately after graduation or after acquiring work experience. The MS-Marketing degree can also be earned by students in the Professional Program and experts in cutting-edge marketing and contributors to the marketing field, faculty members are superior educators. Faculty reputation:

For a career in marketing.

Specialized marketing education:

Our award-winning function, such as advertising or retailing. or by earning a certificate in a specialized Retailing Studies at Mays Business School you desire through programs offered by education to the specific area of marketing tools and techniques into real-world projects allow you to integrate concepts, Applied learning:

Program in the U.S.

#2 ranked MS-Marketing program in the U.S.

Best-masters.com

Tailor your at financialaid.tamu.edu.

to obtain financial aid is available through the Texas A&M Office of Financial Aid fellowship offerings are available online at marketingmasters.tamu.edu. Information on how scholarships and assistantships. More detailed information on scholarship, assistantship and Financial Aid and Scholarships

Curriculum

The MS-Marketing program is a 38-credit hour program delivered over one and a half years (August to December of the following year). Focused on delivering a deep understanding of marketing, the curriculum covers a broad range of subjects specific to the field.

Program Highlights

Specialized marketing education: Develop the depth and breadth of knowledge and skills specifically needed for a career in marketing.

Faculty reputation: Our award-award winning faculty members are superior educators and contributors to the marketing field, and experts in cutting edge marketing concepts used in today’s business world.

Prerequisites

To be prepared for you for success in the program, the following prerequisites are necessary:

- Statistics (2*)
- Accounting Concepts and Procedures (2*)
- Survey of Marketing (3*)
- Survey of Management (3*)

Specific information on your credits can be added to the admission process:

- University or college advisor's name and email address
- Specific information on your credits can be added to your application

Prerequisites

- Statistics (2*)
- Accounting Concepts and Procedures (2*)
- Survey of Marketing (3*)
- Survey of Management (3*)

Specific information on your credits can be added to your application

Program Cost

In-state: Financial Aid and Scholarships

<table>
<thead>
<tr>
<th>Program Cost</th>
<th>In-state</th>
<th>Out-of-state</th>
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<tbody>
<tr>
<td>Fall</td>
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<td>$32,000</td>
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<td>Spring</td>
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</tbody>
</table>

Financial Aid and Scholarships

All admitted candidates, both domestic and international, are automatically considered for scholarships and assistantships. More detailed information on scholarship, assistantship and fellowship offerings are available online at marketingmasters.tamu.edu. Information on how to obtain financial aid is available through the Texas A&M Office of Financial Aid at financialaid.tamu.edu.

Classroom Projects

Focus on Real-World Projects Classroom projects will teach you the fundamentals, but real-world experience will help you to apply those fundamentals to propel your career. Through integrated marketing consulting projects, the MS-Marketing program provides you the opportunity to solve marketing problems faced by real organizations.

In a consulting project, you may be challenged to:

- Work with a company to launch a new product
- Develop marketing strategies to combat changes in the economic environment
- Identify unique ways to market products and companies
- Help a major retailer design stores to maximize consumer experience
- Leverage social media to build customer loyalty and sales
- Create segmented marketing strategies
- Analyze product offerings to maximize profitability
- Determine viability of products in various market segments

Past Project Sponsors include:

- Nestle
- Adidas
- Apple
- Caruso's Italian
- Adidas
- Chevrolet
- Coca-Cola
- ConocoPhillips
- FedEx
- Fossil
- General Motors

Graduate Business Career Services

As a graduate of the MS-Marketing program, you'll be qualified to pursue a variety of careers in marketing, such as:

- advertising account services
- brand management
- corporate communications
- market research and analysis
- marketing consulting and strategy
- product management
- public relations
- retail buying and planning
- sales account executive
- social media specialist
- web marketing

Imagine starting your career with one of these organizations, as just our recent graduates did.

Corporate Mentorship Program

Before beginning the program, you will select a Corporate Mentor from the Lifetime Alumni Board composed of marketing professionals from a wide variety of industries. Your Corporate Mentor meets with you on campus each semester and provides you with career advice and other assistance throughout the program.

Internship

In the MS-Marketing program challenges you to immerse yourself in the real-world by completing a marketing-related summer internship. This experience gives you the opportunity to showcase what you have learned in the classroom, build your professional network and gain valuable experience. With the help of GBCS, you will have the resources you need to secure an internship that will contribute to your future career goals. Many students turn their internship experiences into full-time job offers after graduation.

Other services provided by GBCS include:

- Development of networking skills
- Online career resources
- Interview practice with mock interviews
- Resume writing assistance
- Negotiation coaching