

USC SCHOOL	Marshall School of Business
ACADEMIC DEPARTMENT	Marketing Specialized Masters Programs
GRADUATE PROGRAM	Master of Science in Marketing (Choose Consumer Behavior or Marketing Analytics program)
POST CODE	CB=1583 MA=1776
TERM EFFECTIVE DATE	Fall 2025
HOW TO APPLY	Apply Here

PROGRAM DESCRIPTION

A brief description of the graduate program.

The USC Marshall Master of Science in Marketing (MSMKT) is an innovative and multi-faceted program that prepares students for success in two main ways: first, we provide relevant, timely academic material and course offerings; second, we actively support each student in the pursuit of their dream job. Students customize their degree by selecting either the Consumer Behavior or Marketing Analytics program. The MSMKT program is open to both business and non-business majors. Marketing Analytics is a STEM-designated program.

Applicants to a Progressive Degree Program must have at least a 3.0 cumulative USC GPA at the time of application. Applicants should be aware that the MSMKT Progressive Degree Program is very competitive, and **successful applicants generally have an undergraduate GPA of 3.5 or higher.**

The MSMKT program starts in the Fall term and follows a sequential order. Therefore, students interested in an MSMKT PDP must apply to **start in a fall term only.**

The MSMKT program requires at least two Fall semesters and one Spring semester of enrollment. The Consumer Behavior program is designed for students who are prepared to take 10.5 units of core coursework in their first Fall. The Marketing Analytics program is designed for students who are prepared to take 12 units of core coursework in their first Fall. Fall core coursework in both programs is followed by enrollment in 3 units of core coursework in the student's first Spring. This program design sets students up for success not only in the academic sequencing of coursework, but in the co-curricular and career preparation aspects of graduate school.

COMMON BACHELOR DEGREE PROGRAM PATHWAYS

A list of common bachelor's degrees that undergraduate students pursue in advance of pursuing a progressive degree option with this graduate program. Some programs are restricted to certain majors while others are open to all students.

All majors welcomed	
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PREPARATORY UNDERGRADUATE COURSES

A list of courses at the undergraduate level that prepare students for the graduate program. Required coursework is listed first, followed by recommended courses. If not applicable, this section will be blank.

Dept. Prefix - Course #	Course Title	Required or Recommended	Units
	NONE		

UNDERGRADUATE COURSES USED TO REDUCE GRADUATE LEVEL UNITS

A list of undergraduate level courses that may be used to reduce the number of graduate level units required for the graduate program. If there are none, that is specified instead.

Dept. Prefix - Course #	Course Title	Units
	++Note – taking one course from the below and earning a B+ or better can be used to reduce total units for MS MKT from 33 to 30. There are no further reductions below 30 units. If a B+ or better is earned in both courses, 30 units will still be required, but elective units can be taken to replace the second waived course.	
MKT 450	Consumer Behavior and Marketing (if taken and earned a B+ or better, student cannot take MKT 525: Consumer Behavior & Insights)	4
MKT 425	Digital Marketing Fundamentals (if taken and earned a B+ or better, student cannot take MKT 556: Digital Marketing Strategy)	4

CORE GRADUATE PROGRAM REQUIREMENTS (# units required)

A list of all required graduate courses for the graduate program. None of these courses may be used toward satisfying undergraduate degree requirements.

If special exceptions for any of these courses are made by the academic department, the course # is marked with an asterisk () and the exception is explained in the "Department Notes" section at the end of this course plan template.*

Dept. Prefix - Course #	Course Title	Units
Consumer Behavior Program Required Courses (13.5 units)		
GSBA 528	Marketing Management (Fall 1 only)	3
GSBA 542	Communication for Management (Fall 1 only)	1.5
MKT 525	Consumer Behavior & Insights (Fall 1 only)	3
MKT 566	Decision-Making Using Marketing Analytics (Fall 1 only)	3
MKT 556	Digital Marketing Strategy (Spring 1 only)	3
Marketing Analytics Program Required Courses (15 units)		
GSBA 516	Essentials of Data Analysis & Modeling (Fall 1 only)	1.5
GSBA 528	Marketing Management (Fall 1 only)	3
GSBA 542	Communication for Management (Fall 1 only)	1.5
MKT 512	Customer Insights and Analysis (Fall 1 only)	3
MKT 566	Decision-Making Using Marketing Analytics (Fall 1 only)	3
MKT 556	Digital Marketing Strategy (Spring 1 only)	3

PRE-APPROVED ELECTIVE COURSEWORK

Elective coursework is approved at the discretion of the academic department. Note the following details about the total number and units required of elective coursework.

7	TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE, Consumer Behavior
19.5	TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE, Consumer Behavior
6	TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE, Marketing Analytics**
18	TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE, Marketing Analytics**

TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS

33	TOTAL UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE, both programs
3	TOTAL GRADUATE UNITS THAT MAY BE WAIVED (IF ANY), both programs
30	MINIMUM NUMBER OF GRADUATE UNITS THAT MUST BE AT THE 500 LEVEL OR ABOVE, both programs

NOTES FROM THE DEPARTMENT

This section highlights any unique considerations, exceptions, or requirements for the graduate program. If a program has specific restrictions (courses, majors, etc.), they are detailed below.

Program Requirements

The MSMKT program starts in Fall semesters only and requires at least two Fall semesters and one Spring semester.

Students in the Consumer Behavior program are expected to take 10.5 units of core coursework in their first Fall, 3 units of core coursework in their first Spring, are recommended to pursue an internship in Summer, and must complete all required elective units (see below).

Students in the Marketing Analytics program are expected to take 12 units of core coursework in their first Fall, 3 units of core coursework in their first Spring, are recommended to pursue an internship in Summer, and must complete all required elective units (see below).

Elective Requirements**Consumer Behavior Program (19.5 units)**

- Complete at least 13.5 units of 500-level MKT coursework (not completed to satisfy the core requirements above)
- Complete an additional 6 units of 500-level ACCT, BAEP, BUCO, DSO, FBE, GSBA, MKT, MOR, or RISK course work (not completed to satisfy the requirements above) to reach the total number of units required to complete the program. (Enrollment in electives is subject to satisfaction of any prerequisite requirements in addition to the units required for the degree.)

Marketing Analytics Program (18 units)**

- Complete at least 12 units of 500-level MKT coursework (not completed to satisfy the core requirements above), including at least 6 units selected from the following courses:
 - MKT 526: Advertising and Social Media: Strategy and Analytics (3 units)
 - MKT 530: New Product Development (3 units)
 - MKT 536: Pricing Strategies (3 units)
 - MKT 543: Market Demand and Sales Forecasting (3 units)
 - MKT 567: Marketing Metrics for Business Decisions (3 units)
 - MKT 568: Geographic Information Systems Applications in Marketing (3 units)
- Complete an additional 6 units of 500-level ACCT, BAEP, BUCO, DSO, FBE, GSBA, MKT, MOR, or RISK course work (not completed to satisfy the requirements above) to reach the total number of units required to complete the program. (Enrollment in electives is subject to satisfaction of any prerequisite requirements in addition to the units required for the degree.)

Marshall Undergraduate Majors

Marshall UG majors may be able to use up to 9 units of 500-level graduate electives taken as part of the MSMKT program toward their Marshall MUDE units. You will have the opportunity to discuss this in detail with the graduate program advisor if your application is recommended for admission.

Rahsan Akbulut

Name of Authorizing Master's Program Dean

9/11/2024

Date Approved

Associate Dean for Specialized Masters Programs | Marshall School of Business

Authorizing Dean's Title