The Washington, D.C.-metropolitan region offers a wealth of employment opportunities in private industry, government and the not-for-profit sector. Our campuses are at the heart of it all and helping you make connections with great employers is our goal.

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Marketing Analytics is a rapidly growing field, with hundreds of thousands of new jobs waiting for someone like you to fill them. The Master of Science in Business: Marketing Analytics degree from the University of Maryland’s top-ranked Robert H. Smith School of Business will equip you with the quantitative techniques and the business expertise to help companies solve today’s marketing problems.

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- Jumpstart your job search through the Office of Career Services
- Attend career fairs and network with employers
- Finish in as few as 9 months
- Gain specialized knowledge and skills and become an asset to any organization

Our Rockville campus is easily accessible from all points throughout the Washington, D.C., metropolitan region. (Campus may change: check website for details.)

For more than 10 years, Smith has consistently ranked among the nation’s best in intellectual capital by the Financial Times — a testament to our faculty’s thought leadership in the business world.

Let’s get down to business.

Professional Development

Many opportunities for professional development and networking are available for students throughout the academic year, including events such as:

- The University of Maryland Entrepreneurship Invitational (Cupid’s Cup Business Competition)
- The Emerging Markets Forum, hosted by the Center for International Business, Education and Research (CIBER)
- CEO@Smith speaker series

We’re not all business. Our MS students enjoy a wide variety of social events and community-building activities during their time at Smith:

- UMD Homecoming Parade
- Terpzone Bowling & Billiards
- NBA Basketball Games
- Smithsoni an National Mall Museum Day
- MS Dinner & Movie Night
- End-of-Year BBQ

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FINISH IN 9 MONTHS (into academic year)

Location, Location
The Smith School is just 8 MILES from the heart of Washington, D.C.