30-CREDIT PROGRAM
22 CREDITS: CORE COURSES
6 CREDITS: APPLICATION COURSES
2 CREDITS: ACTION LEARNING PROJECT

PRIORITY DEADLINES
October 15, 2015  January 10, 2016
November 15, 2015  February 15, 2016
After February 15 – Rolling Admissions

TUITION FALL 2015
$1,538 per credit (In-state)
$1,853 per credit (Out-of-state/International)

FINANCIAL ASSISTANCE
Limited financial assistance is available in the form of graduate assistantships.

ADMISSIONS REQUIREMENTS
Equivalent of a U.S. Bachelor’s degree with sufficient quantitative background
Online application, including résumé, essay, video response and fee ($75)
Official transcripts from all undergraduate and graduate schools attended
One letter of recommendation
GMAT or GRE test scores
TOEFL or IELTS score (if English is not applicant’s official language)

APPLY TODAY
CALL: 301-405-2559
EMAIL: masters@rhsmith.umd.edu
VISIT: rhsmith.umd.edu/ms/analytics

PROGRAM HIGHLIGHTS
Nine-month curriculum – earn your degree in less than a year
Convenience – Our College Park, Md. campus is in the Washington, D.C.-metropolitan area – a growing marketing analytics region
Ideal for those with a background in quantitative disciplines or an aptitude for quantitative analysis, who are interested in business and marketing
Experiential learning opportunities through application courses and Action Learning Projects
The Master of Science in Marketing Analytics program at the Robert H. Smith School of Business offers solid training in the necessary skill sets to meet today’s marketing challenges head on.

The program’s unique curriculum teaches students how to harness, process and analyze massive amounts of data to address marketing problems, including:

- Microtargeting
- Customization
- Predicting customer purchasing and satisfaction
- Assessing the impact of marketing activities and campaigns

Earn your degree in nine months and immediately impact a company’s decision-making process about its customers.

Why choose Smith?

**GREAT SCHOOL**

#5

Public business school (Bloomberg Businessweek, 2014)

#6

in intellectual capital (Bloomberg Businessweek, 2014)

**GREAT FACULTY**

#4

Faculty (The Economist, 2015)

#4

in academic excellence and business research (CEOWorld, 2014)

**GREAT NETWORK**

31,000

Alumni regionally

57,000

Alumni worldwide

Hiring demand is up for business graduates*

57%

57% of employers worldwide plan to hire specialized business master’s graduates, an increase of 26% from last year.

51%

51% of employers worldwide plan to increase the number of new hires from specialized business master’s programs.

*from GMAC®, 2015 Corporate Recruiters Survey Report

**Master of Science in Marketing Analytics**

Dinesh Mathur

MS in Marketing Analytics graduate

Now at in4mation insights