

# BUSINESS, MASTER OF SCIENCE (M.S.) WITH A CONCENTRATION IN MARKETING MANAGEMENT

## Program accreditation

Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu/>)

## Program goal

The Master of Science in Business with a concentration in marketing management offers students the opportunity to focus on conceptual and experiential dimensions of the business function of marketing with particular emphasis on branding, analytics, and gaining insights into consumers and the competitive environment.

## Student learning outcomes

- 1. Strategic and analytic skills**  
Students will be able to evaluate marketing programs to identify strategic issues.
- 2. Communication skills**  
Students will be able to make effective client presentations.
- 3. Creative problem-solving**  
Students will be able to create marketing plans and programs that capitalize on market opportunities.

## VCU Graduate Bulletin, VCU Graduate School and general academic policies and regulations for all graduate students in all graduate programs

The VCU Graduate Bulletin website documents the official admission and academic rules and regulations that govern graduate education for all graduate programs at the university. These policies are established by the graduate faculty of the university through their elected representatives to the University Graduate Council.

It is the responsibility of all graduate students, both on- and off-campus, to be familiar with the VCU Graduate Bulletin as well as the **Graduate School website** and academic regulations in individual school and department publications and on program websites. However, in all cases, the official policies and procedures of the University Graduate Council, as published on the VCU Graduate Bulletin and Graduate School websites, take precedence over individual program policies and guidelines.

Visit the [academic regulations section for additional information on academic regulations for graduate students](#).

## Degree candidacy requirements

A graduate student admitted to a program or concentration requiring a final research project, work of art, thesis or dissertation, must qualify for continuing master's or doctoral status according to the degree candidacy requirements of the student's graduate program. Admission to degree candidacy, if applicable, is a formal statement by the graduate student's faculty regarding the student's academic achievements and the student's readiness to proceed to the final research phase of the degree program.

Graduate students and program directors should refer to the following degree candidacy policy as published in the VCU Graduate Bulletin for complete information and instructions.

Visit the [academic regulations section for additional information on degree candidacy requirements](#).

## Graduation requirements

As graduate students approach the end of their academic programs and the final semester of matriculation, they must make formal application to graduate. No degrees will be conferred until the application to graduate has been finalized.

Graduate students and program directors should refer to the following graduation requirements as published in the Graduate Bulletin for a complete list of instructions and a graduation checklist.

Visit the [academic regulations section for additional information on graduation requirements](#).

## Other information

School of Business **policies and procedures for graduate students** are available on the school's website.

Apply online today. (<https://www.vcu.edu/admissions/apply/graduate/>)

## Admission requirements

Degree:	Semester(s) of entry:	Deadline dates:	Test requirements:
M.S.	Fall	Jul 1	GMAT or GRE*
	Spring	Nov 1	
	Summer	Mar 1	

In addition to the general admission requirements of the VCU Graduate School (<http://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements/>), applicants must submit an up-to-date resume.

\*Test requirements may be waived. Waiver request information can be found on the Graduate Studies in Business webpage (<https://business.vcu.edu/graduate-studies/how-to-apply/>).

## Degree requirements

The marketing management concentration provides the opportunity to focus on conceptual and experiential dimensions of the business function of marketing. Core courses provide a framework for understanding the role of marketing in a variety of organizations. Electives add knowledge in areas of growing importance to the profession and provide the flexibility for students to consider emerging topics in marketing. Global and domestic client projects and experiential learning opportunities prepare students for marketing careers.

The marketing management concentration may be completed within one year if pursued full-time or two or more years part-time. In addition to the VCU Graduate School graduation requirements (<http://bulletin.vcu.edu/academic-regs/grad/graduation-info/>), students must complete up to three classes (zero to nine credit hours) of foundation course work. At the time of application, all undergraduate and graduate transcripts will be reviewed to determine if the foundation courses may be waived. Waiver of a foundation course may be awarded when a student demonstrates equivalent knowledge, such as completing the required undergraduate

equivalent course with a minimum grade of C or enrollment in an approved program. GMAT/GRE test requirements may be waived.

## Prerequisite undergraduate and/or foundation courses

Prerequisite and/or foundation courses may be waived for students who present satisfactory equivalent preparation at either the undergraduate or graduate level. This determination is made by the faculty adviser at the time of admission.

Course	Title	Hours
<b>Foundation courses</b>		
0-nine credits; courses may be waived for demonstrated equivalence.		
ACCT 507	Fundamentals of Accounting	3
FIRE 520	Financial Concepts of Management	3
SCMA 524	Statistical Fundamentals for Business Management	3

## Curriculum requirements

Course	Title	Hours
<b>Core courses</b>		
MKTG 657	Market Planning Project	3
MKTG 671	Marketing Management	3
MKTG 672	Influencing Consumer Behavior	3
MKTG 675	Digital Marketing	3
MKTG 679	Brand Strategy	3
<b>Approved electives</b>		
Select five of the following: <sup>1</sup>		15
MGMT 642	Business Policy and Strategy	
MGMT 654	Negotiations	
MGMT 655	Entrepreneurship	
MKTG 656	International Marketing	
MKTG 673	Marketing Research	
MKTG 674	Service Quality Management	
MKTG 678	Marketing Analytics	
MKTG 691	Topics in Marketing	
MKTG 693	Field Project in Marketing	
SCMA 602	Global Supply Chain Management	
Total Hours		30

<sup>1</sup>

Students may also choose up to two 500- or 600- level courses. These courses should be selected to supplement learning in an area of student interest, and they must be approved by the program adviser.

**The minimum total of graduate credit hours required for this degree is 30.**

## Accelerated opportunities

The department offers opportunities for qualified undergraduate students to earn both an undergraduate and graduate degree in a minimum of five years by completing approved graduate courses during the senior year of their undergraduate program. See the individual program pages in the Undergraduate Bulletin for details.

- B.A. in Fashion with a concentration in fashion merchandising (<http://bulletin.vcu.edu/undergraduate/arts/fashion-design-merchandising/fashion-ba-concentration-fashion-merchandising/>)
- B.A. in Foreign Language with a concentration in French (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-worldstudies/foreign-language-ba-concentration-french/>)
- B.A. in Foreign Language with a concentration in German (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-worldstudies/foreign-language-ba-concentration-german/>)
- B.A. in Foreign Language with a concentration in Spanish (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-worldstudies/foreign-language-ba-concentration-spanish/>)

### Contact

Austen Gouldman  
gouldmana@vcu.edu  
(804) 828-4622

### Additional contact

Graduate Studies in Business  
gsib@vcu.edu  
(804) 828-4622

Program website: [business.vcu.edu/academics/marketing](https://business.vcu.edu/academics/marketing) (<https://business.vcu.edu/academics/marketing/>)