

Business & Management Department

MSc in Marketing

Prior Degree Requirements

Began Studies: Fall 2018-Spring 2019

The Master of Science (MSc) in Marketing requires successful completion of 36 US credit hours.

Required Courses

- MRKT 5000 Marketing (3 hours)
- MRKT 5610 Channels Management (3 hours) (formerly MRKT 5920 Marketing Channel Management)
- MRKT 5720 Promotional Management (3 hours) (formerly MRKT 5940)
- MRKT 5730 International Marketing (3 hours) (formerly MRKT 5980)
- MRKT 5740 Management of Digital Marketing (3 hours)
- MRKT 5850 Marketing Research (3 hours) (formerly MRKT 5970)
- MRKT 5890 Marketing Statistics (3 hours) **OR** BUSN 5760 Applied Business Statistics (3 hours)
- MRKT 5895 Marketing Analytics (3 hours)
- MRKT 5960 Marketing Management (3 hours)
- MRKT 6000 Integrated Studies in Marketing
- MRKT 6250 Master Thesis (6 hours)

Began Studies: Fall 2016-Spring 2018

The Master of Science (MSc) in Marketing requires successful completion of 36 US credit hours, including 33 US credit hours of core Courses and 3 US credit hours of electives from the field.

Required Courses

- MRKT 5000 Marketing (3 hours)
- MRKT 5610 Channels Management (3 hours) (formerly MRKT 5920 Marketing Channel Management)
- MRKT 5720 Promotional Management (3 hours) (formerly MRKT 5940)
- MRKT 5730 International Marketing (3 hours) (formerly MRKT 5980)
- MRKT 5740 Management of Digital Marketing (3 hours)
- MRKT 5850 Marketing Research (3 hours) (formerly MRKT 5970)
- MRKT 5890 Marketing Statistics (3 hours) **OR** BUSN 5760 Applied Business Statistics (3 hours)
- MRKT 5895 Marketing Analytics (3 hours)
- MRKT 5960 Marketing Management (3 hours)
- MRKT 6250 Master Thesis (6 hours)

Elective Courses Available at WVPU

- Either MRKT 5550 Sales Management (formerly MRKT 5800) (3 hours) or MRKT 5570 Marketing in Electronic Commerce (3 hours)

Began Studies: Before Fall 2016

The Master of Science (MSc) in Marketing requires successful completion of 37 US credit hours, including 25 US credit hours of core Courses and 12 US credit hours of electives from the field.

Required Courses

- MRKT 5000 Marketing (Requisite Course) (3 hours)
- MRKT 5800 Sales Management or MRKT 5890 Marketing Statistics (3 hours)
- MRKT 5920 Marketing Channel Management (3 hours)
- MRKT 5940 Promotional Management (3 hours)
- MRKT 5960 Marketing Management (3 hours)
- MRKT 5970 Marketing Research (3 hours)
- MRKT 5980 International Marketing (3 hours)
- MRKT 6000 Integrated Studies in Marketing (3 hours)
- WSBT 5000 Career Success for the 21st Century (1 hour)
- In addition, the student chooses elective courses offered in this major and/or from the program curricula of other George Herbert Walker School of Business & Technology majors.