BUSINESS ADMINISTRATION AND MARKETING ANALYTICS (BAMA)

Graduate Degree Program
R.H. Smith School of Business

ABSTRACT
Combine your MBA studies with graduate coursework in marketing analytics to create a unique set of skills and knowledge. It’s just one more way the Smith MBA can help you distinguish yourself in a competitive marketplace. Generally, students take the MBA core courses and then complete the degree requirements for the MS in Marketing Analytics program.

CONTACT
MBA/MS Admissions
2303 Van Munching Hall
7699 Mowatt Lane
University of Maryland
College Park, MD 20742
Telephone: 301.405.2559
Email: ftmba@umd.edu (mba_info@rhsmith.umd.edu)
Website: http://www.rhsmith.umd.edu

ADMISSIONS
GENERAL REQUIREMENTS
• Essay
• Transcript(s)
• TOEFL/IELTS/PTE (international graduate students (https://gradschool.umd.edu/admissions/english-language-proficiency-requirements/))

PROGRAM-SPECIFIC REQUIREMENTS
• Letter of Recommendation (1)
• Graduate Management Admissions Test (GMAT) or Graduate Record Examination (GRE)
• CV/Resume

APPLICATION DEADLINES
<table>
<thead>
<tr>
<th>Type of Applicant</th>
<th>Fall Deadline</th>
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<tbody>
<tr>
<td>Domestic Applicants</td>
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<tr>
<td>US Citizens and Permanent Residents</td>
<td>August 1, 2024</td>
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<tr>
<td>International Applicants</td>
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<tr>
<td>F (student) or J (exchange visitor) visas,E,H and L visas and immigrants</td>
<td>March 15, 2024</td>
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RESOURCES AND LINKS:
Other Deadlines: rhsmith.umd.edu/apply (https://www.rhsmith.umd.edu/apply/)