BUSINESS ADMINISTRATION AND MARKETING ANALYTICS (BAMA)

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.

Program information is available online at [http://www.rhsmith.umd.edu](http://www.rhsmith.umd.edu). Please contact us at:

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

**Admissions**

**GENERAL REQUIREMENTS**

- Statement of Purpose
- Transcript(s)
- TOEFL/IELTS/PTE (international graduate students [https://gradschool.umd.edu/admissions/english-language-proficiency-requirements/](https://gradschool.umd.edu/admissions/english-language-proficiency-requirements/))

**PROGRAM-SPECIFIC REQUIREMENTS**

- Letters of Recommendation (1)
- Graduate Management Admissions Test (GMAT) or Graduate Record Examination (GRE) (optional)
- CV/Resume

**APPLICATION DEADLINES**

<table>
<thead>
<tr>
<th>Type of Applicant</th>
<th>Fall Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Applicants</td>
<td></td>
</tr>
<tr>
<td>US Citizens and Permanent Residents</td>
<td>August 1, 2022</td>
</tr>
<tr>
<td><strong>International Applicants</strong></td>
<td></td>
</tr>
<tr>
<td>F (student) or J (exchange visitor)visas,E,G,H,I and L visas and immigrants</td>
<td>May 24, 2022</td>
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</tbody>
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**Requirements**

- Business Administration and Marketing Analytics, Master of Business Administration and Master of Science (dual degree) (M.B.A. and M.S.) ([https://academiccatalog.umd.edu/graduate/programs/business-administration-marketing-analytics-bama/business-administration-marketing-analytics-dual-degree-mba-ms/](https://academiccatalog.umd.edu/graduate/programs/business-administration-marketing-analytics-bama/business-administration-marketing-analytics-dual-degree-mba-ms/))

**Facilities and Special Resources**

The Office of Career Services (OCS) provides dedicated, professional support to help students launch their careers. The center links students directly to recruiters through a variety of services, including on- and off-campus recruitment and the online resume database, which matches a Smith MBA to the right industry position. The OCS also participates in regional and national career forums and job fairs, such as the National MBA Consortium, the National Black MBA Conference, the National Hispanic MBA Conference, the National Association of Women MBA’s Conference, and the Career Services Council.

The Smith School is located in the Baltimore/Washington, D.C./Northern Virginia corridor. This region offers one of the highest concentrations of culture, diversity, and career opportunities in the country.