MARKETING ANALYTICS (BMMA)

ABSTRACT

Maryland Smith’s Master of Science in Marketing Analytics program teaches you how to collect, analyze and interpret massive amounts of consumer data to help businesses engage with the right audiences and launch cost-effective campaigns that work.

- Use cutting-edge tools and programming languages to analyze big data and solve marketing challenges for real businesses.
- Connect with other talented students from diverse academic backgrounds and boost your skills under the guidance of expert faculty.
- Participate in data competitions and network with top employers who hire our students.

Financial Assistance

Financial aid is available to qualified students in the form of fellowships, graduate assistantships, and scholarships.

Contact

MBA/MS Admissions
2303 Van Munching Hall
7699 Mowatt Lane
University of Maryland
College Park, MD 20742
Telephone: 301.405.2559
Email: smithmasters@umd.edu
Website: 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/))

PROGRAM-SPECIFIC REQUIREMENTS

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

APPLICATION DEADLINES

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<tr>
<th>Type of Applicant</th>
<th>Fall Deadline</th>
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<td>Domestic Applicants</td>
<td>August 1, 2022</td>
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<tr>
<td>US Citizens and Permanent Residents</td>
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