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

- 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

Type of Applicant	Fall Deadline
Domestic Applicants	
US Citizens and Permanent Residents	August 1, 2025
International Applicants	
F (student) or J (exchange visitor) visas,E,G,H,I and L visas and immigrants	March 14, 2025

RESOURCES AND LINKS:

Other Deadlines: rhsmith.umd.edu/apply (https://www.rhsmith.umd.edu/apply/)
Application Process: gradschool.umd.edu/admissions/application-process/step-step-guide-applying (https://gradschool.umd.edu/admissions/application-process/step-step-guide-applying/)

REQUIREMENTS

- Marketing Analytics, Master of Science (M.S.) (https://academiccatalog.umd.edu/graduate/programs/marketing-analytics-bmma/marketing-analytics-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. The OCS also participates in regional and national career forums and job fairs.

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.