**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**

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