**MARKETING ANALYTICS (BMMA)**

Graduate Degree Program  
College: Business

**Abstract**

The Robert H. Smith School of Business offers graduate programs leading to the degrees of Master of Business Administration (MBA), Executive MBA (EMBA), Online MBA, Master of Finance, Master of Science in Accounting (MS), Master of Science in Information Systems (MS), Master of Science in Marketing Analytics (MS), Master of Science in Supply Chain Management (MS), Master of Science in Business and Management (MS), Master of Quantitative Finance, Master of Science in Business Analytics (MS), and Doctor of Philosophy (PhD). The school's MBA program is accredited nationally by the Association to Advance Collegiate Schools of Business (AACSB International). Only about 607 programs in the world are accredited by the AACSB, a reflection of the quality of the faculty, students, curriculum, and career management.

The Smith School of Business faculty has been recruited from the graduate programs of leading universities nationwide. They are world-renowned scholars whose teaching and research equips students with the wisdom of business scholarship rooted in the experiential lessons of the marketplace. In addition to mastering core functional business knowledge, Smith students develop sophisticated analytical skills and an "integrative" systems understanding of the way the functional aspects of organizations interact. Students learn how to leverage big data for better decision-making, and explore their career options in a tight-knit community that encourages intelligent risk-taking, not cutthroat competition. Class sizes are small and the faculty are supportive, challenging and invested in student success.

**Financial Assistance**

Financial aid is available to qualified full-time and Executive MBA 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: ms_info@rhsmith.umd.edu  
Website: [http://www.rhsmith.umd.edu](http://www.rhsmith.umd.edu)

**Courses:**  
BMGT (https://academiccatalog.umd.edu/graduate/courses/bmgt)  
BUAC (https://academiccatalog.umd.edu/graduate/courses/BUAC)  
BUDT (https://academiccatalog.umd.edu/graduate/courses/BUDT)  
BUFN (https://academiccatalog.umd.edu/graduate/courses/BUFN)  
BULM (https://academiccatalog.umd.edu/graduate/courses/BULM)  
BUMK (https://academiccatalog.umd.edu/graduate/courses/BUMK)  
BUMO (https://academiccatalog.umd.edu/graduate/courses/BUMO)  
BUSI (https://academiccatalog.umd.edu/graduate/courses/BUSI)

**Admissions**

We strongly encourage you to visit the Robert H. Smith School of Business website at [www.rhsmith.umd.edu](http://www.rhsmith.umd.edu). The Smith School website contains a wealth of information regarding all graduate business programs and their admissions processes.

Admissions requirements can be found here: [https://www.rhsmith.umd.edu/programs/ms-marketing-analytics/admissions](https://www.rhsmith.umd.edu/programs/ms-marketing-analytics/admissions)

**MBA and MS Admissions Office:** 301-405-2559  
**Executive MBA Admissions Office:** 301-405-2386  
**Online MBA Admissions Information:** 877-807-8741  
**PhD Admissions Office:** 301-405-2214

Admission criteria for the MS program focusing in marketing analytics are based on: quality of undergraduate and graduate coursework; GMAT or GRE score, 1 letter of recommendation; professional experience; video submission; and written essay of objectives. Prospective applicants may contact the program at (301) 405-2559 for information regarding this MS program.

Apply here: [https://app.applyyourself.com/AYApplicantLogin/fl_ApplicantConnectLogin.asp?id=rhsmith](https://app.applyyourself.com/AYApplicantLogin/fl_ApplicantConnectLogin.asp?id=rhsmith)

**Type of Applicant**

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<td>F (student) or J (exchange visitor) visas; A, E, G, H, I and L visas and immigrants</td>
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**Other Deadlines:** Please visit the program website at [http://www.rhsmith.umd.edu](http://www.rhsmith.umd.edu)

**Requirements**

- Marketing Analytics, Master of Science (M.S.) ([https://academiccatalog.umd.edu/graduate/programs/marketing-analytics-bmma/marketing-analytics-ms](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, 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.