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), 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), Executive MBA (EMBA), Online MBA, 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 dedicated scholars, teachers, and researchers with a strong commitment to academic excellence and the education of the professional manager and researcher. The Smith School of Business is dedicated to preparing graduates to lead organizations in an economy driven by technology, globalization, and rapid change. The Smith School curriculum integrates an in-depth education in core business functions – accounting, entrepreneurship, finance, information technology, logistics, management, and marketing – with cross-functional e-business areas – electronic commerce, financial engineering, services marketing, and supply chain management.

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

Courses: BMGT BUAC BUDT BUFN BULM BUMK BUMO BUSI

Admissions
We strongly encourage you to visit the Robert H. Smith School of Business website at 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

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=rhsmit

Type of Applicant | Fall Deadline | Spring Deadline
---|---|---
Domestic Applicants
US Citizens and Permanent Residents | Please visit the department website | Please visit the department website
International Applicants
F (student) or J (exchange visitor) visas; A, E, G, H, I and L visas and immigrants | Please visit the department website | Please visit the department website

Other Deadlines: Please visit the program website at 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)

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.

Faculty

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First/Middle Name</th>
<th>Graduate Faculty Status</th>
<th>Academic Credentials</th>
<th>Positions</th>
</tr>
</thead>
</table>
