MARKETING ANALYTICS
(ONLINE) (OMMA)

THIS PROGRAM IS NOT CURRENTLY ACCEPTING
APPLICATIONS. PLEASE VISIT THE DEPARTMENT
WEBSITE FOR A LISTING OF PROGRAMS
CURRENTLY BEING OFFERED. THE DEPARTMENT
WEBSITE IS WWW.RHSMITH.UMD.EDU (http://
www.rhsmith.umd.edu/)

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, Master of Science in Information Systems, Master
of Science in Marketing Analytics, Master of Science in Supply Chain
Management, Master of Science in Business and Management, Master
of Quantitative Finance, Master of Science in Business Analytics both
in person and online, 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 students in the form of fellowships,
graduate assistantships, and scholarships.

CONTACT
MBA/MS Admissions
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University of Maryland
College Park, MD 20742
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Email: masters@rhsmith.umd.edu (ms_info@rhsmith.umd.edu)
Website: http://www.rhsmith.umd.edu (http://www.rhsmith.umd.edu/)

Courses: BMGT (https://academiccatalog.umd.edu/graduate/courses/
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Admissions
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