A GUIDE TO
POLICIES AND PROCEDURES
FOR THE
MASTER OF SCIENCE IN
MARKETING

Clemson University

2019-2020
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INTRODUCTION

This handbook provides important information about the current policies and procedures of the Master of Science in Marketing degree at Clemson University. Graduate students in the Department of Marketing are expected to become familiar with this handbook. Graduate students are accountable for all appropriate policies and procedures of the Graduate School, the College of Business, and the Department of Marketing. In some cases, the Department’s requirements may be more specific than those of the Graduate School. The Program Director is available to provide clarification when necessary. More information can be found at the following sites.

Graduate School:  https://www.clemson.edu/graduate/
College of Business:  http://www.clemson.edu/business/index.html
Department of Marketing:  http://www.clemson.edu/business/departments/marketing/

As a graduate student in the Department of Marketing, it is your responsibility to initiate required actions and to meet the deadlines specified by the Department and Graduate School. While the Program Director and your advisor are committed to assisting you, it is your responsibility to ensure that all necessary forms are properly completed and filed with the Graduate School. See the Graduate School website for information about deadlines (https://www.clemson.edu/graduate/students/deadlines.html).

Graduate students must recognize that graduate education is professional education. Thus, they must conduct themselves as professionals in their dealings with faculty, staff, companies and other graduate students. Personal and academic conduct in conjunction with research projects and research partners should reflect positively on themselves, Clemson University, the College of Business, and the Department of Marketing.

ADMISSION REQUIREMENTS

The decision to admit an applicant to the Master of Science in Marketing program is made by the Graduate Coordinator, in consultation with the Department of Marketing’s Graduate Committee and the Department Chair. To be considered for admission, applicants must meet all requirements of the Graduate School and the Department of Marketing. Applicants should have an undergraduate degree from an accredited college or university. Work experience is not required but can be viewed as a positive in the evaluation process. Generally, the review of applications will begin in early-January and continue until such time as the class has been filled.

General Admission Requirements

All application materials should be submitted via the electronic application process which can be found here: https://www.clemson.edu/graduate/admissions/index.html. You will need to fully complete the application which will include the following:

1. Two official transcripts of all college-level work. Clemson University graduates do not need to submit official transcripts of their undergraduate work. For consideration, you must have earned a bachelor's degree, or its equivalent, from an accredited college or university.

2. Two letters of recommendation.
3. A 1 - 2 page **Statement of Purpose**, explaining your aspirations and goals, and how completion of the MS in Marketing will further these goals.

4. Official **GMAT** or **GRE** scores.

5. The non-refundable **application fee** indicated on the application.

The process is the same for international applicants with a few minor differences. First, international applicants must hold a college or university degree equivalent to a four-year American baccalaureate degree from an acceptable institution.

In addition, upon admittance international students must provide

6. An official **TOEFL** or **IELTS** score.

Furthermore, upon admittance international students must complete the:

7. **International Student Financial Certification Form** ([http://www.clemson.edu/campus-life/campus-services/international/forms.html](http://www.clemson.edu/campus-life/campus-services/international/forms.html), select the IS-50 form).

International applicants may wish to contact the Office of International Affairs, E-302 Martin Hall, Clemson University, Clemson, SC, 29634-5714, USA, if there are any questions related to pursuing education in the United States and Clemson University. Applicants may call this office at 864-656-3614, or visiting their website at [https://www.clemson.edu/administration/global-engagement/](https://www.clemson.edu/administration/global-engagement/).

**GENERAL POLICIES AND PROCEDURES**

**New Student Orientation**

All new students are required to attend a departmental orientation at the beginning of the Fall semester. In the case of students beginning the program at some other time during the school years, they will be required to attend the orientation the following Fall semester. The orientation will cover a variety of topics, including curriculum issues, progress toward degree, and professional socialization.

All new graduate students should also plan to attend the orientation sponsored by the Clemson University Graduate School. This orientation is usually scheduled the Sunday before classes begin.

**Program of Study**

The Master of Science in Marketing program is designed to advance students’ knowledge and expertise in marketing theory and practice and prepare them for careers in marketing analysis, research, management, and scholarship. A coordinated curriculum of quantitative and analytical skills development, research methods, consumer analysis, and strategic-marketing analysis provides students with the necessary background to pursue careers in marketing research, analysis, and policy. It also serves as a platform for further education to prepare students for careers in academe. This is accomplished through rigorous course work, seminars and a major research project.
During the second semester, students will file a G2 form (Plan of Study) with the Graduate School (https://www.clemson.edu/graduate/students/forms.html). It is the student’s responsibility to be sure to carefully check the form to ensure it accurately reflects the courses taken.

The Master of Science in Marketing program requires successful completion of 30 credit hours of graduate marketing and related course work, described below. The curriculum is to be reviewed annually by a Graduate Program Committee comprised of the Graduate Program Coordinator and at least three additional faculty members from the Department of Marketing.

Master of Science in Marketing:

<table>
<thead>
<tr>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall Semester</strong>*</td>
<td></td>
</tr>
<tr>
<td>MBA 8030 Statistical Analysis of Business Operations</td>
<td>3</td>
</tr>
<tr>
<td>MKT 8610 Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT 8630 Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 8600 Marketing Analysis and Strategy</td>
<td>3</td>
</tr>
<tr>
<td><strong>Spring Semester</strong></td>
<td></td>
</tr>
<tr>
<td>MKT 8620 Quantitative Methods in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 8650 Seminar in Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 8660 Selected Topics in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Elective**</td>
<td>3</td>
</tr>
<tr>
<td><strong>Summer</strong></td>
<td></td>
</tr>
<tr>
<td>MKT 8700 Master’s Research Project</td>
<td>6</td>
</tr>
<tr>
<td>Total hours:</td>
<td>30</td>
</tr>
</tbody>
</table>

* The designations of Fall/Spring/Summer are based on students completing the program on a full-time basis. For part-time students the course of study will be determined in conjunction with the Program Director.

** Students should identify a course of interest to them in conjunction with the Program Director. The course must be at the Graduate Level.
Course Descriptions

MBA 8030  **Statistical Analysis of Business Operations** (3 hrs): Application of modern statistical inference in business operations. Topics include testing statistical hypotheses, consequences of making decisions with incomplete information, univariate and multivariate regression with emphasis on business applications and design of experiments and analysis of variance. Special attention is given to efficient and relevant data collection and interpretation.

MKT 8610  **Marketing Research** (3 hrs): Marketing theory and critical thinking to support decision making; data analysis and advanced marketing models are employed with emphasis on building assessment skills. The primary topics covered in the class are gathering primary and secondary data, questionnaire design, sampling, experimental design, data collection, and data analysis.

MKT 8620  **Quantitative Methods in Marketing** (3 hrs): Introduction to advanced quantitative analytic methods and their use in translating facts into meaningful information. Provides practical understanding of several advanced quantitative data analytic procedures including both predictive and interdependence techniques. Application to case analysis format to broaden analysis skills.

MKT 8630  **Buyer Behavior** (3 hrs): Buyer decision processes in the purchase and consumption of goods and services by both businesses and consumers. Topics include economic, socio-cultural and psychological aspects of buying behavior; decision making processes ad buyer choice; individual and group level influences on consumer behavior; and implications of consumer behavior for marketers.

MKT 8600  **Marketing Analysis and Strategy** (3 hrs): Advanced marketing theory and critical thinking skills applied to support strategic decision making; data analysis and advanced marketing models are employed with emphasis on building analytic and assessment skills.

MKT 8650  **Seminar in Marketing Management** (3 hrs): Current research and practice components of marketing management. In-depth discussion of marketing mix variables, segmentation, targeting and positioning, and budget-related issues.

MKT 8660  **Selected Topics in Marketing** (3 hrs): Current topics in marketing theory and research. May be taken more than once for credit so long as subject matter is not repetitive.

MKT 8700  **Master’s Project Research** (6 hrs): Student development and participation in research. Application to a current business problem or development of new research on marketing theory and practice. A formal presentation and written report are required. May be repeated for a total of five (5) credit hours.
**Course Loads**

A graduate student admitted to full-time graduate study may enroll for up to 15 credit hours per semester unless they hold an assistantship, other employment, or are otherwise prevented by University or Department policy. The Department of Marketing strongly recommends that students not enroll in more credit hours than indicated in the course of study.

A normal load for full-time graduate students is **12 credit hours** of coursework. Students enrolled in 12 credit hours should not be employed more than 20 hours/week, including any assistantship and outside employment.

**Continuing Enrollment**

Students may be dropped from the Graduate School at any time for failure to maintain a grade point average of 3.0, failure to achieve satisfactory academic progress, or, in the case of full-time students, failure to enroll during any Fall or Spring semester. Any student who fails to maintain adequate progress may at any time be terminated from the program on the recommendation of the Graduate Program Committee and the Department Chair.

University Graduate School policy requires that a grade point average of 3.0 must be maintained in all graduate work and all classes taken while a graduate student. Students who accumulate a grade point average below 3.0 will be placed on probation and may be terminated from the program. Continuation in graduate study must be approved by the Dean of the Graduate School with prior approval of the Department Chair and the Graduate Coordinator.

It is expected that all graduate students in the Department of Marketing will maintain an academic performance level above the minimally acceptable level of 3.0 GPA. Continuation on any type of University or external agency financial support will be contingent upon satisfactory academic performance. Students who accumulate a grade point average below 3.0 will become ineligible for financial support or internship placement and will typically be dismissed from the program.

A graduate student in the Department of Marketing may not retake a graduate course in an attempt to attain a higher grade. A grade of 'D' or 'F' in a required course will preclude a student from completing degree requirements, that is, NO DEGREE WILL BE GRANTED. Two 'C's' in any Marketing Department courses, or a grade of 'D' or 'F' in any graduate course, will be cause for review of the student’s status in the program by the Graduate Program Coordinator and the Department Chair, and will typically preclude a student from completing degree requirements.

A grade of Incomplete ('I') is given only if the student has not completed the course for some unavoidable reason that is acceptable to the instructor. Unless the student completes the requirements for removal of the 'I' grade within the time period stipulated by university policy the 'I' grade will be changed automatically to an 'F' grade by the Student Records Office. Students who have Incompletes cannot graduate, even if the courses are not part of the GS2 plan of study.
The awarding of an advanced degree does not attest merely to completion of academic requirements in courses, seminars, and research activities, but also to the acquisition of acceptable professional standards. An example of deviation from acceptable professional standards would be academic dishonesty or plagiarism (see the sections on Department and University Policies). **Violations of these professional standards may result in disciplinary action, including dismissal from the program.**

**Credit for Academic Work Taken Elsewhere**

The Graduate School and department policies do not allow automatic transfer of credit toward a graduate degree. Students with graduate credit earned at another institution or another department at Clemson prior to admission to the Department of Marketing, who desire to have this work evaluated for transfer credit, must present a written request for each course (along with a copy of the course description and syllabus) or credited activity to the Graduate Program Coordinator. When all such requests for a student have been evaluated, they are sent collectively to the Department Chair for approval and inclusion in the student's department file. No more than 6 semester credit hours of academic work completed elsewhere may be accepted toward Master's degree requirements. Credits are not evaluated for transfer until after an applicant is formally accepted into the graduate program.

**Part-Time Students**

It is expected that the majority of students will complete the program as full-time students. However, in special cases students may be allowed to complete the program on a part-time basis. Those students should work closely with the Program Director to identify a course of study that will not only meet their needs, but that will also maintain the academic integrity of the program. Part-time students are advised that certain classes are only offered in either the fall or spring semester and this should be taken into account when identifying when classes will be taken. No student will be allowed to be granted a degree if they take longer than 3 calendar years from the time they being the program to completion. For example, a student who begins in the Fall of 2019 would need to complete all requirements prior to the beginning of the Fall 2022 semester.

**MASTER’S RESEARCH PROJECT**

**Overview**

An important component of the MS Marketing program is a research project to be completed during the summer immediately prior to graduation. Students will enroll for six hours during the summer, all of which will be devoted to work on the project. Projects can take one of two forms, a traditional “academic” thesis project or a more “practitioner” project that will be done in conjunction with an outside company.
**Process**

During the MS Marketing new student orientation that is conducted in August, the nature of the projects will be discussed and students will be asked to begin thinking about the type of project (academic or practitioner) they want to complete. Students will also be encouraged to begin the process of identifying a Marketing faculty member with whom they would like to have supervise/mentor their project.

Once the MS Project Committee form is approved, students may begin the process of deciding on the specific topic to be addressed by their project. When identifying/finalizing the project topic (for more on practitioner projects, please see the section titled “Sources and Nature of Projects” below), students are encouraged to seek input from their supervisor/mentor.

In addition, the student may seek input from the faculty supervisor/mentor when designing the project. Successful completion of the MS project will entail both written and oral presentations, which will be evaluated by the faculty supervisor/mentor. While specific elements of the formal written report are likely to differ based on the nature of the project undertaken, it is expected that broadly speaking the formal written report should include topical areas such as the project purpose, the project design, the project findings, and the project’s contribution to theory/practice. Students are also expected to provide an oral presentation of their project. The oral presentation will be open to the marketing faculty, MS students, and other interested parties which, in the case of practitioner projects, may include the client for which the project was completed. The written report and oral presentation will be evaluated by the faculty mentor. The MS-Marketing Program Director (or another member of the MS Marketing program will attend the oral presentation). Upon completion of the written paper and oral presentation the supervising faculty member will forward a recommended grade to the Program Director who will be responsible for assigning the grade.

**Project Objectives**

The objectives of the project are to provide students with an opportunity to demonstrate their proficiency in designing, implementing, and communicating the findings/conclusions of a project designed to address some sort of marketing issue. The two primary deliverables are a written report and an oral presentation that demonstrate the student’s ability to effectively:

1. Identify and structure a marketing issue/problem;
2. Develop a research design that allows the resolution of the identified issue/problem;
3. Execute (carry out) the research design and adequately and accurately report the project findings/conclusions;
4. Explain how the project conclusions contribute meaningfully to marketing theory/practice.
Sources and Nature of Projects

Even though ideas for MS projects can originate from a variety of sources, any project that is in any way well developed (e.g., planned and/or executed) will not qualify to be undertaken as an MS project. Early in the project development stage and regardless of the project type (i.e., academic versus practitioner), students are encouraged to work closely with their faculty mentor and/or the Program Director to ensure their project idea is acceptable. For academic research projects, students should collaborate with their faculty mentor to discuss ideas and to identify an appropriate set of research questions/hypotheses. For practitioner projects, faculty mentors, if needed, may help students identify viable projects and sponsors as well as to ensure any project ideas are acceptable.

If a potential practitioner project is identified by a student, and after successful submission and review of the Request for Project Approval as detailed above, a meeting will take place between the sponsoring company, the student, faculty mentor, and Program Director to agree on the project parameters, timeline for completing the project, and the project’s deliverables.

Timeline

The timeline for completing the project is determined by the student and mentor.

DEPARTMENT AND UNIVERSITY POLICIES

Research with Human Subjects

Use of human subjects in research must conform with university and institutional review board requirements.

Ethical Principles of Marketing

Graduate training is professional training and graduate students are expected to conduct themselves as professionals in their dealings with undergraduates, faculty, staff, and each other. Actions that are deemed unethical by the faculty will constitute grounds for disciplinary action, including dismissal from the graduate program.

Graduate students are expected to obtain and fully familiarize themselves with the Code of Ethics of the American Marketing Association (see [https://www.ama.org/codes-of-conduct/](https://www.ama.org/codes-of-conduct/)). Graduates students are expected to act in accordance with the Ethical Principles at all times.

Academic Dishonesty

Academic dishonesty includes giving, receiving, or using unauthorized aid on any academic work. Plagiarism, a form of academic dishonesty, includes the copying of language, structure, or ideas of another, and attributing the work to one's own efforts. All academic work submitted for grading contains an implicit pledge that no unauthorized aid has been received.

Academic honesty is the individual responsibility of each student. Students should report violations of this policy either to the instructor of the affected course or to any member of the administration. (Excerpted from the Clemson University Graduate School Announcements)
Graduate students, especially those with teaching assistantships, should familiarize themselves with the full policy on academic dishonesty as printed in the Clemson University Graduate School Announcements.

Dress Code & Professional Conduct

As students enrolled in a professional degree program taking courses in a business environment, it is important that you represent yourself, Clemson, and the MS program in a professional manner. Our goal is for you to always be prepared to meet a potential employer, business contact, mentor, or other representative of the Clemson or business community in a professional manner.

Dress Code

The dress code for students is business casual for day-to-day classes and activities. We define business casual as collared golf shirt or button down shirt and khaki slacks or nice pants for men. No shorts, t-shirts, flip flops, baseball caps, etc. Business casual for women consists of a nice top with slacks or a skirt. Again, no shorts, t-shirts, etc.

Professional Conduct

Students are expected to show respect to their peers, the faculty and staff of the MS and other programs, and members of the business community at all times. During class, students should silence cell phones and keep phones stored (no checking for text messages or sending texts). Similarly, laptops should not be used during class for any purpose other than as specifically instructed by the professor.