

POLICIES AND PROCEDURES FOR THE MASTER OF SCIENCE IN MARKETING PROGRAM

2025-2026



Department of
MARKETING
Master of Science in Marketing

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TABLE OF CONTENTS

1. WELCOME	3
2. INTRODUCTION	4
3. APPLICATION AND ADMISSIONS	5
a. Required for all students	5
b. Required for international students only	5
c. Optional for all students	6
4. GENERAL POLICIES AND PROCEDURES	6
a. New Student Orientation.....	7
b. Student Conduct.....	7
c. Credit for Academic Work Taken Elsewhere.....	7
d. Course Delivery and Part-Time Students	7
e. Computers	7
f. Calendar and Deadlines	8
g. Other Relevant Policies.....	8
5. PROGRAM OF STUDY	8
a. Expected Program of Study	9
b. Description of Courses.....	10
6. OTHER RELEVANT INFORMATION.....	11

1. WELCOME

Welcome to the Department of Marketing at Clemson University!

We are excited to support you at every stage of your academic journey and wish you great success as you pursue your graduate studies.

This handbook is designed to help you, as a graduate student in Marketing, understand the requirements, policies, and procedures that will guide you throughout your time in the program. It outlines the academic expectations, departmental guidelines, and the roles and responsibilities of graduate students within the Department of Marketing.

These rules and procedures have been developed in coordination with the Graduate School and are intended to benefit both students and faculty by providing clarity and consistency across the program. In addition to academic policies, this handbook also includes helpful information and resources to support and enrich your overall graduate experience.

All graduate students in the Department of Marketing are expected to review and understand the contents of this handbook.

Please note that the policies described here are supplementary to those outlined in the **Graduate School Policies and Procedures**, which take precedence in the case of any conflict. The Graduate School's official guidelines can be accessed at the Graduate School office in E-108 Martin Hall or online at: <https://www.clemson.edu/graduate/students/policies-procedures/index.html>

The Graduate School website also offers information on university resources, housing, student life, and events—helping you make the most of your time at Clemson.

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2. INTRODUCTION

The Master of Science in Marketing (MS Marketing) program at Clemson University strives to be recognized nationally and internationally as a leading marketing graduate program. In doing so, the program seeks to:

- Provide exceptional graduate education that imparts to our students the necessary skills to successfully pursue their professional aspirations. The program will do so in ways that are experiential, data-driven, and career-focused.
- Serve as an ongoing resource for our graduates as they become leaders and innovators in their organizations.
- Work in partnership with organizations (profit and not-for-profit) to make meaningful contributions to the economic and social well-being at the state, national, and international levels.
- Be an ambassador of Clemson University, the Wilbur O. and Ann Powers College of Business, and the Department of Marketing.

This handbook describes the policies and procedures that pertain to the MS Marketing program. Students should become familiar with this handbook. While the Program Director will assist you, students are ultimately responsible for all appropriate policies, procedures, and established deadlines of the University, the Graduate School, the Wilbur O. and Ann Powers College of Business, and the Department of Marketing.



3. APPLICATION AND ADMISSIONS

Those wishing to apply to the MS Marketing program should do so through Clemson's Graduate School web site ([link](#)). Only fully completed applications will be considered. As described on the Graduate School's web site, fully completed applications include the required materials listed below. Each of these materials is described in more detail [here](#). It is the applicant's job to build the strongest possible case for acceptance into the program based on these materials.

a. Required for all students

Resume. Helpful tips and examples can be found on the Graduate School's web site ([link](#)).

Transcripts. Unofficial transcripts will suffice for the application process. Official transcripts will be required upon admission.

Personal statement. Applicants should provide a written statement that, at a minimum, answers the following questions. Statements may contain additional information as the applicant sees fit. While written statements are required, students may also submit video statements directly to the Program Director.

- Why do you want to pursue a graduate degree in Marketing?
- Why do you want to pursue a Marketing graduate degree at Clemson University?

Two letters of recommendation. The letters should come from people who know the applicant in a supervisory capacity, such as former professors or work supervisors. The letters should discuss the applicant's qualifications for successfully completing a graduate degree, with a focus on performance as a student or employee, work ethic, and character.

Community standards. Clemson University is committed to maintaining a safe environment for all members of our community. All applicants must answer six questions on the application related to criminal and disciplinary charges. Your application will not be processed without these responses. An affirmative answer to any of these questions does not automatically disqualify you for admission to the institution but does require review. You are required to provide an explanation for each instance you answer "Yes." The statement will be used in the review process. The academic program you are applying to will not see these responses. These questions are reviewed by an Applicant Conduct Review Committee and the review is separate from the academic review of your application.

b. Required for international students only

Financial certification. U.S. universities are legally required to verify that international students entering the country on temporary student visas have sufficient financial resources to support their studies. To receive a Certificate of Eligibility (Form I-20 for F-1 visas or DS-2019 for J-1 visas) from Clemson University, please follow the directions on the IS-50 Financial Certification form ([link](#)), the necessary forms and submit the necessary financial documentation.

<https://www.clemson.edu/campus-life/campus-services/international/>

English Language Proficiency. International applicants whose native language is not English must provide proof of English proficiency before an admission decision can be made. This can be demonstrated through official test scores, a degree (earned or in progress) from a qualifying English-language institution, or completion of an approved ESL program for programs that offer Conditional Language Admission. Please see this [link](#) for more information.

c. Optional for all students

Test Scores. Applicants to the M.S. Marketing program may choose to submit either GRE or GMAT test scores as part of their application. These scores are optional but in some cases can strengthen an application if other indicators of academic performance are weaker.

To clarify an applicant's materials, the MS Marketing Program Director may request an interview (either in-person or online). The decision to admit an applicant to the MS Marketing program is made by the Program Director, Assistant Program Director, and the Department Chair, based on the information provided by the applicant. For full consideration, applicants should submit their materials by December 31 for admission the following year. The review of applications will begin in January. *Applications submitted after December 31 will be considered until the class has been filled.*

4. GENERAL POLICIES AND PROCEDURES



a. New Student Orientations

All new students are required to attend an in-person MS Marketing orientation the week prior to the start of the Fall term. The orientation will cover a variety of topics, including curriculum, progress toward degree, program expectations, and professional socialization.

All new students are also required to complete an online orientation offered by the Clemson University Graduate School and should plan to attend the in-person orientation sponsored by the Graduate School. The in-person orientation is usually scheduled the Sunday before classes begin in the Fall.

b. Student Conduct

Graduate education is professional education. Thus, students should conduct themselves as professionals in their dealings with faculty, staff, companies, and other graduate students. Students' personal and academic conduct should reflect positively on themselves, Clemson University, the College of Business, and the Department of Marketing.

Further, all Clemson University students are expected to exhibit the highest levels of academic integrity. You should consult the most recent version of the Graduate School Policies and Procedures manual for definitions, examples, and consequences of academic integrity violations ([link](#)).

c. Credit for Academic Work Taken Elsewhere

Applicants who have taken graduate level Marketing courses at other institutions may request to have these courses count toward an MS Marketing degree. Students should contact the Program Director with this request.

d. Course Delivery and Part-Time Students

The MS Marketing program is designed as an in-person program on Clemson's main campus. While select courses may be offered online, students should expect most courses to be offered in-person only.

The MS Marketing program is designed as a lock-step program for full-time students. Depending on the number of full-time students who enroll in the program, part-time students may be considered. Part-time students should be aware that required courses are not offered every semester, thus significantly increasing the time required to complete the program.

e. Computers

Though the university provides a limited number of computer labs around campus for student use, MS Marketing students are required to have a laptop computer in good working order. Should a student need to purchase a computer, the university recommends those listed [here](#).

f. Calendar and Deadlines

The schedule below describes dates and deadlines for the MS Marketing program. Year-specific dates will be communicated as relevant deadlines draw near.

Date	Event
<u>Application Season</u>	
December	Applications due for full consideration
January-February	Applications reviewed
February-March	Acceptance decisions communicated
<u>Summer Term</u>	
June (late)	Virtual drop-in sessions with Directors
June (late)	Summer II/Mini C session begins – MKT 8650
June (late)	Summer II begins – MKT 8610
July (mid)	Summer II/Mini C session ends – MKT 8650
August (early)	Summer II ends – MKT 8610
<u>Fall Term</u>	
August (mid)	In-person orientation for MS Marketing
August (mid)	Graduate School orientation
August (late)	Fall semester begins
December	Fall semester ends
<u>Spring term</u>	
January (early)	Spring semester begins
January (early)	Final GS2 form due to grad school
January (late)	Deadline to apply for Spring graduation
March (late)	Deadline to order graduation regalia
May (early)	Spring semester ends
May (early)	Graduation

In addition, workshops, seminars, and other MS Marketing events will be scheduled throughout the program. The dates for these events will be communicated to students as soon as possible. *Students are expected to attend these events. If you cannot attend, you should notify the Program Director and provide a reason for your absence.*

g. Other Relevant Policies

Please see Clemson University's Graduate School Policies and Procedures Handbook for other relevant policies ([link](#)).

5. PROGRAM OF STUDY

The MS 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 a wide variety of marketing careers, including management, research, and policy. It also serves as a platform for further education to prepare students for academic careers. Such preparation is accomplished through rigorous coursework, including practicums.

The MS 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 Director and other Department of Marketing faculty who participate in the MS Marketing program.

During the Spring semester, students will file a GS2 form (Plan of Study) with the Graduate School ([link](#)). It is the student's responsibility to carefully check the form to ensure it accurately reflects the courses taken.

a. Expected Program of Study

Outlined below is the current program of study. The courses listed are subject to change depending on faculty availability, student needs, and other factors.

Course Designation	Course Numbers and Titles	Credits
<i>Term: Summer II (Online, Asynchronous)</i>		
Required	MKT 8650 Seminar in Marketing Management	3
Required	MKT 8610 Marketing Research	3
<i>Term: Fall (In-person)</i>		
Required	MKT 8700 Master's Research Project (Practicum)	3
Elective ¹	MKT 8620 Marketing Analytics	3
Elective ¹	MKT 8660 Selected Topics: Promotional Strategy	3
Elective ¹	MKT 8660 Selected Topics: Digital Marketing	3
Elective ¹	MKT 8880 Internship	1-3
<i>Term: Spring (In-person)</i>		
Required	MKT 8700 Master's Research Project (Practicum)	3
Elective ¹	MKT 8630 Consumer Behavior	3
Elective ¹	MKT 6300 Product Management	3
Elective ¹	MKT 8280 Services Marketing	3
Elective ¹	MKT 8880 Internship	1-3

¹ In consultation with the Program Director, students should identify a graduate course of interest. The course may be offered by the Department of Marketing (courses other than those required) or other departments at Clemson University.

b. Description of Courses

MKT 6300 Product Management

3 Credits (3 Contact Hours)

Management of the firm's product or service offerings. Topics include new product screening, evaluation, and development; product line and mix analysis, abandonment decisions, brand manager's role, new product development department, and others. Emphasis is on decision making. Preq: **MKT 8610 and MKT 8650.**

MKT 8220 Social Media and Marketing

3 Credits (3 Contact Hours)

This course combines an understanding of how social media influences consumer behavior with the evolving nature of social media platforms. The course examines approaches for developing and evaluating the effectiveness of social media strategy within existing and emerging platforms. Preq: **MKT 8610 and MKT 8650.**

MKT 8280 Services Marketing

3 Credits (3 Contact Hours)

Nature of services marketing and the special requisites that distinguish successful services marketing from goods marketing. Topics include promoting and making the service tangible, designing optimal service operations, the ideal service worker, pricing of services and critical points of services delivery. Students are expected to have completed a principles of marketing course or to obtain consent of instructor before enrolling in this course. Preq: **MKT 8610 and MKT 8650.**

MKT 8610 Marketing Research

3 Credits (3 Contact Hours)

Marketing theory and critical thinking to support decision making; data analysis and advanced marketing models are employed with emphasis on building assessment skills. Primary topics are gathering primary and secondary data, questionnaire design, sampling, experimental design, data collection and data analysis. Preq: **Enrollment in the MS in Marketing program.** Coreq: **MKT 8650.**

MKT 8620 Marketing Analytics

3 Credits (3 Contact Hours)

Advanced quantitative analytic methods and their use in translating facts into meaningful information. Provides practical understanding of several advance quantitative data analytic procedures including both predictive and interdependence techniques. Application to case analysis format to broaden analysis skills. Preq: **MKT 8610 and MKT 8650.**

MKT 8630 Consumer Behavior

3 Credits (3 Contact Hours)

Consumer decision processes in the purchase, consumption and disposition of goods and services by both businesses and consumers. Topics include economic, sociocultural and psychological aspects of buying behavior; decision-making processes and buyer choice; individual and group level influences on consumer behavior; and implications of consumer behavior for marketers. Preq: **MKT 8610 and MKT 8650.**

MKT 8650 Seminar in Marketing Management

3 Credits (3 Contact Hours)

Current research and practice in components of marketing management. In-depth discussion of marketing mix variables, segmentation, targeting and positioning, and budget-related issues. Preq: **Enrollment in the MS in Marketing program.**

MKT 8660 Selected Topics in Marketing

3 Credits (3 Contact Hours)

Current topics in marketing theory and research. Topics vary with developments in the marketing profession. May be repeated for a maximum of six credits, but only if different topics are covered. Preq: **MKT 8610 and MKT 8650.**

MKT 8880 Internship

1-3 Credits (1-3 Contact Hours)

Preplanned, preapproved, faculty-supervised internship designed to give students on-the-job learning in support of classroom education. For each credit hour, the internship must involve at least 60 contact hours (e.g., 4 weeks, 15 hours per week; or 15 weeks, 4 hours per week) with the same internship provider. May be repeated for a maximum of six credits.

6. OTHER RELEVANT INFORMATION

Graduate School: <https://www.clemson.edu/graduate/>

Graduate School deadlines: <https://www.clemson.edu/graduate/students/deadlines.html>

Wilbur O. and Ann Powers College of Business: <http://www.clemson.edu/business/index.html>

Department of Marketing: <http://www.clemson.edu/business/departments/marketing/>