



Department of

MARKETING

Master of Science in Marketing

**POLICIES AND PROCEDURES
2022-2023**

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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 Graduate School, the College of Business, and the Department of Marketing.

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.

1. **Personal statement (required for all students).** 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.
 - a. Why do you want to pursue a graduate degree in Marketing?
 - b. Why do you want to pursue a Marketing graduate degree at Clemson University?
2. **Resume (required for all students).** Helpful tips and examples can be found on the Graduate School's web site
3. **Two letters of recommendation (required for all students).** 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.
4. **Transcripts (required for all students).** Unofficial transcripts will suffice for the application process. Official transcripts will be required upon admission.
5. **International student financial certification (required for international students only)**
6. **TOEFL, IELTS, or PTE Academic (required for international students only)**
7. **Community standards (required for all students)**
8. **GRE or GMAT** (optional for all applicants)

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, in consultation with the Department of Marketing's Graduate Committee 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.

GENERAL POLICIES AND PROCEDURES

New Student Orientation

All new students are required to attend an MS Marketing orientation to be scheduled the week before beginning courses (approximately mid-June). The orientation will cover a variety of topics, including curriculum, progress toward degree, program expectations, and professional socialization.

All new 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 in the Fall semester.

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.

Credit for Academic Work Taken Elsewhere

Applicants who have taken Marketing graduate 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.

Part-Time Students

The MS Marketing program is designed as a 10-month lock-step program for full-time students, who will be given priority in acceptance decisions. Depending on the number of full-time students who enroll in the program, part-time students will be considered, including Clemson University employees and Clemson undergraduate students participating in the Bachelor's-to-Graduate (B2G) program. Part-time students should be aware that required courses will not be offered every semester, thus impacting the time required to complete the program.

Course Delivery

The MS Marketing program offers only in-person courses on Clemson's main campus.

Calendar and Deadlines

The schedule below describes general dates and deadlines for the MS Marketing for the 2022/2023 academic year.

Date	Event
December 31, 2021	Applications due for full consideration for acceptance into program
January 1-31, 2022	Applications reviewed
February 15-28, 2022	Acceptance decisions communicated
Approximately June 27, 2022	MS Marketing program orientation Graduate School Online Onboarding
June 29, 2022	Summer II term begins
July 2022	Career Workshop 1: Core competencies and personal branding
August 8, 2022	Summer II term ends
Mid-August 2022	Graduate School orientation Fall semester begins
September 2022	Career Workshop 2: Resume and cover letter
November 2022	Career Workshop 3: Job searching and networking
Early December 2022	Fall semester ends
Early January 2023	Spring semester begins
January ??, 2023	Final GS2 Form due to grad school
January ??, 2023	Deadline to apply for graduation
February 2023	Career Workshop 4: Interviewing
April 15, 2023	Deadline to order graduation regalia
Late April 2023	Spring semester ends
Early May 2023	Graduation

Other Relevant Policies

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

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 Coordinator and other faculty members from the Department of Marketing.

During the Fall 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.

Outlined below is a hypothetical program of study. The courses listed are subject to change depending on the courses being offered in the coming year.

Term: Summer II¹		
Course Designation	Course # and Title	Credits
Requirement	MKT 8650 – Seminar in Marketing Management	3
Requirement	MKT 8610 - Marketing Research	3
Term: Fall		
Requirement	MKT 8630 - Consumer Behavior	3
Requirement	MKT 8660 – Selected Topics in Marketing	3
Requirement	MKT 8700 – Master's Research Project (Practicum)	3
Elective ²	Selected by student and Program Director	3
Term: Spring		
Requirement	MKT 8600 – Advanced Marketing Strategy	3
Requirement	MKT 8000 – Internal Marketing Communications	3
Requirement	MKT 8700 – Master's Research Project (Practicum)	3
Elective ²	Selected by student and Program Director	3

¹ The designations of Summer/Fall/Spring are based on students completing the program on a full-time basis. For part-time students, the course of study will be determined in consultation with the Program Director.

² In consultation with the Program Director, students should identify a graduate course of interest. The course may be offered by the Marketing department (courses other than those required) or other departments at Clemson University.

Description of Courses

MKT 8000 - Internal Marketing Communication

3 Credits (3 Contact Hours)

Communication is integral to the marketing function within an organization and is a critical component for success in the workplace. Students learn how to use the communication model for designing effective written and oral communication within a business setting. This course emphasizes elements of persuasive communication to design messages for diverse and possibly resistant audiences. Students also learn how to present information in a credible and convincing way.

MKT 8010 - Probability and Marketing Data

3 Credits (3 Contact Hours)

Provides an introduction to probability and statistics with an emphasis on its applicability to marketing research. This course covers the fundamentals of probability theory, including discrete and continuous random variables, multiple random variables, limit theorems, and sampling distributions.

MKT 8110 - Inferential Statistics for Marketing Data

3 Credits (3 Contact Hours)

Introduces students to statistical inference methods and applies those methods to marketing phenomena. Course topics include hypothesis testing, correlations, regression, ANOVA, and chi-squared analysis. Students learn how to effectively conduct inferential analysis to address marketing-related issues and to communicate the research findings to a non-statistically oriented audience. Preq: **MKT 8010**.

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.

MKT 8260 - Business Marketing

3 Credits (3 Contact Hours)

Strategic marketing as it applies to industrial, organizational and institutional markets; consumer marketing versus business-to-business marketing; current business marketing literature and practices. Students are expected to have completed a principles of marketing course or to obtain consent of instructor before enrolling in this course.

MKT 8270 - International Marketing Assessment

3 Credits (3 Contact Hours)

This course integrates and addresses the significant impact of cultural, economic, political, infrastructure and population variables in global marketing management, strategy and implementation. Students explore marketing issues and implications from a cross-cultural perspective.

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.

MKT 8600 - Advanced Marketing Strategy

3 Credits (3 Contact Hours)

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. Offered spring semester only. Preq: **MKT 8650** or consent of instructor.

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. Students who are enrolled in the MS in Marketing program, but who have not completed **MKT 8600**, must request a registration override from the instructor to enroll in this course. Preq: **MKT 8600** or consent of instructor.

MKT 8620 - Multivariate Statistics for Marketing Data

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 8010** and **MKT 8110**.

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.

MKT 8640 - Qualitative Marketing Research

3 Credits (3 Contact Hours)

Provides an overview of qualitative approaches to conducting marketing research. Theories and methodologies of qualitative research examined in the course include ethnography, case study, life narratives, document analysis, and interview methods. Application and assessment of qualitative approaches to marketing research problems and topics are addressed with course assignments, experiential exercises, and the final research project.

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 8600** or **MKT 8650**; or consent of instructor.

OTHER INFORMATION OF INTEREST

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

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

College of Business: <http://www.clemson.edu/business/index.html>

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