



*Applied Experience.*

*Career Driven.*



*Department of*

**MARKETING**

*Master of Science in Marketing*

[CLEMSON.EDU/MARKETING](http://CLEMSON.EDU/MARKETING)



## *Master of Science in Marketing Degree*

This program, housed within The Wilbur O. and Ann Powers College of Business, advances students' knowledge and expertise in marketing theory and practice. With a coordinated curriculum of analytical skills development, consumer analysis and marketing strategy, coupled with real-world marketing practicums, the program prepares students for careers as marketing analysts, managers and researchers in areas such as branding, advertising, promotions, market analysis, sports marketing, digital marketing and public policy.

### **This degree:**

- enhances the skills of students who desire to pursue a marketing-related career but may not have formal marketing training.
- provides experiential, data-driven, and career-focused programming.
- serves as an ongoing resource for our graduates as they become leaders and innovators in their organizations.
- collaborates with partner organizations through two practicum courses where students address real business challenges.
- requires 30 credit hours and is designed to be completed in approximately 10 months.

Students who apply by December 31 will hear about acceptance in February prior to beginning the program in late June.

***For more information,  
contact program  
director, Danny Weathers  
([pweath2@clemsun.edu](mailto:pweath2@clemsun.edu)),  
Ph.D. or scan the QR Code:***

