



Applied Experience.

Career Driven.



Department of

MARKETING

Master of Science in Marketing

CLEMSON.EDU/MARKETING



Master of Science in Marketing Degree

This program 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 applications, the program prepares students for careers as marketing analysts, managers and researchers in areas such as branding, advertising, promotions, market research, sports marketing, digital marketing and public policy.

This one year 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 through a partnership with the SC Small Business Development Center.
- 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.

Students who apply prior to December 31 will hear about acceptance in February prior to beginning the program in late June. The program requires 30 credit hours and is designed to be completed in approximately 10 months.

***For more information,
contact program director,
Scott Swain, Ph.D., or
scan the QR Code:***

