

## MASTER OF SCIENCE IN MARKETING DEGREE PROGRAM

The Master of Science in Marketing is an intensive, integrated learning experience that provides preparation for effective leadership in a rapidly changing, global marketplace. The Marketing program is designed for entry-level and mid-level marketing professionals with a desire to deepen knowledge and skills in strategy and tactics while providing broad marketing knowledge and skills utilizing state-of-the-art tools and techniques. The program focuses on data gathering and analysis, opportunity and competitive analysis, application of ethical standards in marketing practices, service to customers, product/service development, critical thinking and communication to stakeholders. The curriculum is a blend of contemporary marketing practices that focus on identifying and serving market needs, communicating and facilitating change in a global environment.

### DEGREE REQUIREMENTS

Courses are offered online and in the classroom

#### Core Courses (9 credit hours)

Ideally these should be among the first five courses taken

- ▶ CBE 6010 – Logic and Critical Analysis  
If possible, this should be taken as the first course.
- ▶ CBE 6020 – Leading in a New Era
- ▶ CBE 6030 – Business Intelligence and Analytics
- ▶ MKT 6020 – Market Opportunity Assessment
- ▶ MKT 6040 - Global Marketing

#### Electives (12 credit hours)

Select any four additional 6000-level courses with MKT prefix which may include:

- ▶ MKT 6010 – Marketing & Operations Decision Points
- ▶ MKT 6050 – Global Brand Strategy
- ▶ MKT 6190 – Digital Marketing and Promotion
- ▶ MKT 6220 – Marketing Mix Decisions
- ▶ MKT 6230 – Customer Relationships: Development and Management

#### Capstone (3 credit hours)

- ▶ MKT 6300 – Product Management

**Total Degree Requirements = 30 credit hours**

### ADMISSION REQUIREMENTS

- ▶ Completed online application with \$50.00 fee
  - ▶ Official degree-bearing transcripts
  - ▶ Resume
  - ▶ Essay
  - ▶ Once all documentation has been received, an Admission Committee reviews the application and the committee makes an admission recommendation.  
*(GMAT/GRE may be required at the discretion of the committee.)*
- To start your application and learn about additional admission requirements, visit: [regis.edu/apply](http://regis.edu/apply).

### TUITION (2018-19 ACADEMIC YEAR)

- ▶ \$885 per credit hour

### FINANCIAL AID

In 2017-18, Regis University provided more than \$134 million in federal, state and institutional financial aid to its eligible students. To learn more about financial aid options, contact the Financial Aid Office at 800.568.8932 or visit [Regis.edu/financialaid](http://Regis.edu/financialaid).

### CLASSES START SOON

Please visit the academic calendar to see when classes start at [www.Regis.edu/Calendar](http://www.Regis.edu/Calendar)

GET STARTED TODAY

Working with you one-on-one, your Regis admissions counselor can help you decide which program is the best fit for your goals, what options can save you time and money and assist with the online application process.

800.944.7667 [ruadmissions@regis.edu](mailto:ruadmissions@regis.edu)  
[Regis.edu/ACB](http://Regis.edu/ACB)