

MARKETING, ONLINE (MS IN MARKETING)

Program Description

The Mason School of Business Online Master of Science in Marketing (OMSM) will transform ambitious professionals into Renaissance Marketers by equipping them with the ambidextrous marketing skills necessary to thrive in today's dynamic business environment—equipping them to lead teams, understand customers' needs, create new value for their organizations, and accelerate their careers.

The program blends the best of William & Mary - a Public Ivy education, world-class faculty, small classes, and a global community of peers - with a program designed exclusively for online students. Connect to community that extends far beyond the classroom to grow your network. The online learning environment - which is always accessible through a mobile app and online course room - is designed to deliver the flexibility you need to accommodate the other demands of your life.

Students will learn to think strategically about the timeless principles of marketing to win in a dynamic environment. The core content area of our program are as follows:

- **Understand Value:** use data analytics to develop customer insights and identify opportunities.
- **Create Value:** implement the latest in design thinking and innovation techniques to develop and manage products and services.
- **Communicate Value:** develop integrated marketing communications approaches using the latest techniques for experience planning and digital marketing.
- **Lead with Values:** Galvanize teams and marketing organizations around principled innovation that generates value for the customer, the organization, and society.

This emphasis on ambidexterity will teach students to identify new sources of value by managing and gleaning insights from data and human-centered research, create new value through product and service innovation, and communicate value using the latest in digital and integrated marketing communications.

By the end of the program, each student will master the fundamental principles of marketing and will have developed a clear understanding of how to put those principles into practice in today's unique environment.

They will also gain the personal insight, purpose of mission, and confidence to effectively lead a marketing organization to achieve principled, sustainable success.

Academic Calendar

To view specific dates for the current Academic Calendar, please refer to the current calendar dates on the University Registrar's webpage.

Format

Degree Completion Time - 4 semesters

Credits required for Online Master of Science in Marketing - 33

Students are required to have a computer with internet access and a webcam.

Fact Sheet/Tuition

The Online Master of Science in Marketing program is a part-time program comprising 33 credits. The program is designed to be completed in 4 semesters. Students take two 7.5 week classes in the fall, spring, and summer semesters. Eight 4-credit classes and one residency (1 credit) are required for the degree (33 credits total). Classes are asynchronous and are accessible by web or mobile application.

Admissions Requirements

The Online Admissions Team at the Raymond A. Mason School of Business seeks a special kind of professional to fill the digital classrooms of our Online Master of Science in Marketing program. Intellectually ambitious and unafraid to push boundaries, the students who will thrive in the Online Master of Science in Marketing will redefine the field in the coming years, prepared to thrive by the broad and deep training they receive as Renaissance Marketers.

To be considered for admission to the Online Programs, applicants must submit a completed online programs application, a 300-word personal statement, one professional reference, professional resume, and an undergrad transcript with numeric GPA. The interview requirement may be waived at the discretion of the Admissions Committee. International applicants and those with a transcript from an international university may also need to submit a transcript evaluation and/or an English proficiency examination score as a part of their application.

All students admitted to graduate programs at the Raymond A. Mason School of Business must have a conferred bachelor's degree from an accredited institution prior to matriculation.

Online MS in Marketing Tuition & Fees

Please visit the W&M Student Accounts website for information about Online Master of Science in Marketing tuition and fees.

Credits Required for Online Masters of Marketing - 33

Degree Completion Time - 4 Semesters

Required prerequisites must be completed prior to the registration for specific courses as noted in the course descriptions. There are no exceptions to this requirement.

Code	Title	Hours
Online Finance Core Courses		
BUAD 5407	Marketing	4
BUAD 5217	Analytics for Evaluation	4
BUAD 5247	Analytics for Planning	4
BUAD 5257	Product Management & NPD	4
BUAD 5267	Mkt Drvn Innov Strat & Mgmt	4
BUAD 5277	Integrated Campaign Management	4
BUAD 5287	Digital Content Management	4
BUAD 5297	Capstone Rev Mktg Leadership	4
Total Hours		32

Residency Requirement

A one (1) credit on-campus residency experience is required. Online residency requirement to be completed prior to final course.

- BUAD 5237 OMSM Residency: Special Topic Credits (0 - 1 credit hour)
- BUAD 6817 Global Business Immersion (1 credit hour)