

**POLICIES AND PROCEDURES  
FOR THE MASTER OF SCIENCE IN  
MARKETING PROGRAM**

**2023-2024**



*Department of*

**MARKETING**

*Master of Science in Marketing*

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## 1. 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 Marketing Department.

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 University, the Graduate School, the Wilbur O. and Ann Powers College of Business, and the Marketing Department.



## 2. 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 Marketing Department'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.*

### 3. GENERAL POLICIES AND PROCEDURES



#### *a. New Student Orientation*

All new students are required to attend an in-person MS Marketing orientation. For the 2023/2024 cohort, the orientation is scheduled for July 18, 2023. The orientation will cover a variety of topics, including curriculum, progress toward degree, program expectations, and professional socialization.

All new students are also required to complete an online orientation offered by the Clemson University Graduate School and should plan to attend the in-person orientation sponsored by the Graduate School. The in-person orientation is usually scheduled the Sunday before classes begin in the Fall semester.

#### *b. 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 Marketing Department. Students are reminded that professional conduct also pertains to dress. Business casual dress is expected unless the Program Director indicates otherwise.

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.

#### *c. 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.

*d. Course Delivery and Part-Time Students*

The MS Marketing program is designed as an in-person program on Clemson’s main campus. While selected courses may be offered online, students should expect most courses to be offered in-person only.

The MS Marketing program is designed as a 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.

*e. Computers*

While the university provides a limited number of computer labs around campus for student use, MS Marketing students are required to have a laptop computer in good working order. Should a student need to purchase a computer, the university recommends those listed [here](#).

*f. Calendar and Deadlines*

The schedule below describes general dates and deadlines for the MS Marketing for the 2023/2024 academic year.

| <b>Date</b>          | <b>Event</b>  |
|----------------------|---|
| December 31, 2022    | Applications due for full consideration for acceptance into program in Summer |
| January 1-31, 2023   | Applications reviewed   |
| February 15-28, 2023 | Acceptance decisions communicated   |
| June 27, 2023        | Summer II/Mini C session begins – MKT 8650                                    |
| July 17, 2023        | Summer II/Mini C session ends   |
| July 18, 2023        | MS Marketing Orientation – In-person  |
| July 19, 2023        | Summer II/Mini D session begins – MKT 8610                                    |
| August 7, 2023       | Summer II/Mini D session ends   |
| Mid-August 2023      | Graduate School orientation   |
| August 23, 2023      | Fall semester begins  |
| December 15, 2023    | Fall semester ends  |
| January 10, 2024     | Spring semester begins  |
| February 1, 2024     | Final GS2 form due to grad school   |
| February 1, 2024     | Deadline to apply for Spring graduation                                       |
| April 15, 2024       | Deadline to order graduation regalia  |
| May 3, 2024          | Spring semester ends  |
| May 9 or 10, 2024    | Graduation  |

In addition, workshops, seminars, and other MS Marketing events will be scheduled throughout the program. The dates for these events will be communicated to students as soon as possible. *Students are expected to attend these events. If you cannot attend, you should notify the Program Director and provide a reason for your absence.*

***g. Other Relevant Policies***

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



#### 4. 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 Director and other Marketing Department faculty who participate in the MS Marketing program.

During the Spring 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.

##### *a. Tentative Program of Study*

Outlined below is the tentative program of study for the 2023/2024 class. The courses listed are subject to change depending on faculty availability, student needs, and other factors.

| <b>Term: Summer II<sup>1</sup></b> |  |                |
|------------------------------------|--|----------------|
| <b>Course Designation</b>          | <b>Course # and Title</b>  | <b>Credits</b> |
| Requirement                        | MKT 8650 Seminar in Marketing Management   | 3              |
| Requirement                        | MKT 8610 Marketing Research  | 3              |
| <b>Term: Fall</b>                  |  |                |
| Requirement                        | MKT 8620 Multivariate Statistics for Marketing Data  | 3              |
| Requirement                        | MKT 8660 Selected Topics in Marketing: Promotional Strategy  | 3              |
| Requirement                        | MKT 8700 Master’s Research Project (Practicum)   | 3              |
| Elective <sup>2</sup>              | MKT 8660 Selected Topics in Marketing: Digital Marketing; or course selected by student and Program Director | 3              |
| <b>Term: Spring</b>                |  |                |
| Requirement                        | MKT 8640 Qualitative Marketing Research  | 3              |
| Requirement                        | MKT 8630 Consumer Behavior   | 3              |
| Requirement                        | MKT 8700 Master’s Research Project (Practicum)   | 3              |
| Elective <sup>2</sup>              | MKT 8280 Services Marketing; or course selected by student and Program Director                              | 3              |

<sup>1</sup> 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.



<sup>2</sup> 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.

*b. 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**; or **MKT 8610**; or consent of instructor

### **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.

## 5. OTHER RELEVANT INFORMATION

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

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

Wilbur O. and Ann Powers College of Business: <http://www.clemson.edu/business/index.html>

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