



Visionary Marketing Leadership Starts Here

The Online MS in Marketing

The [Online Master of Science \(MS\) in Marketing](#) from the Leavey School of Business can place you on the leading edge of the contemporary marketing profession today and in the future. Built to prepare the next generation of marketing leaders to adeptly navigate the technological and ethical challenges that define the field today, the Online MS in Marketing offers a powerful mix of core leadership skills and marketing technology (MarTech) aptitude.

Immerse yourself in an online marketing graduate program designed in the heart of Silicon Valley, and start thinking forward as a MarTech visionary.

Program Benefits

- Hit the ground running with an introductory residency, and begin networking with your faculty and peers
- Engage with a cutting-edge curriculum designed to teach mastery of the most up-to-date MarTech tools and strategies
- Study under Leavey's faculty of seasoned business professionals and marketing innovators
- Grow your professional network with a cohort of like-minded marketing innovators
- Utilize SCU's intuitive online learning management system to complete assignments, engage with lectures, track your grades and progress, and interface with classmates and faculty

Online Program Structure

- 36 units
- 15 courses
- Four 10-week quarters
- Complete in as little as one year
- One on-campus residency weekend
- Two annual starts, fall and spring
- Part-time and full-time enrollment options

Admissions Requirements

- Completed [online application](#)
- \$158 application fee (waived for all current SCU students and alumni, as well as veterans and active-duty military)
- Four-year bachelor's degree from an accredited college or university
- GMAT/GRE scores or [waiver](#)
- Official transcripts for undergraduate degree(s) and any post-baccalaureate work*
- Current resume or CV
- 2 letters of recommendation
- 3 business essays—collected together in one document—should be uploaded in the “Documents” tab of the Program Materials section (it will be labeled “Personal Statement” there)
- Personal admission interview
 - Qualified applicants will be invited to schedule a personal admission interview. Interviews can be conducted in person at Santa Clara University, via Zoom, or by telephone
- Applicants for whom English is a non-native language must demonstrate English proficiency by submitting TOEFL or IELTS test scores

*This includes extension programs and an evaluation from a NACES-accredited organization such as WES.

Accelerated Admissions for Leavey School of Business Alumni

The Leavey School of Business now offers a [preferred admissions pathway](#) for qualifying alumni, allowing students to bypass many of the standard admissions requirements.



The Curriculum

Business Foundations Courses:

Marketing Trends and Technology (2 units)
Technology Platforms for Marketing (2 units)
Ethics for Managers (2 units)

Marketing Core Courses:

Marketing Is Everything (4 units)
Analysis of Customers and Markets (4 units)
Marketing Analytics (4 units)

Elective Courses:

Social Media Marketing (2 units)
Internet Marketing and e-Commerce (2 units)
Product Messaging and Positioning (2 units)
Brand Management (2 units)
Fundamentals of B2B Account-Based Marketing (2 units)
Programmatic Advertising (2 units)
Customer Relationship Marketing (2 units)
Pricing (2 units)
Sales Management (2 units)
Product Innovation (2 units)
Owned Media/Mobile Marketing (2 units)
Channel Marketing (2 units)
Content Management and IMC (2 units)
Online Retailing (2 units)
Retail Strategy (4 units)

Master MarTech and Transform Your Career

The Online MS in Marketing program offers a robust yet focused curriculum designed to sharpen your foundational management skills and teach you to derive successful strategy from the data produced by contemporary marketing technology. In this innovative program, you will:

- Learn to assess customer behavior and develop technology-driven solutions to capitalize on it
- Build the skills required to clearly and productively communicate from a position of leadership to co-workers, customers, and stakeholders
- Develop strategies for effective content that will connect impactfully with any audience
- Practice strategies for managing ethical issues that marketers typically encounter

Take the first step toward marketing leadership.

To learn more about the Online MS in Marketing from SCU, contact an admissions outreach advisor at **844-554-2425** or by email at onlinemsm@scu.edu.