To apply to the Online Master’s in Marketing program at William & Mary, you must submit or fulfill the following admissions requirements:

☐ A bachelor’s degree from a regionally accredited university with a GPA of 3.0 or higher (on a 4.0 scale)
☐ At least two years of professional work experience with marketing exposure
☐ A completed online application, including:
  ☐ Two professional references
  ☐ Completion of a personal essay. To learn more about essay prompts, please visit the online application portal or contact your Admissions Advisor
☐ Official academic transcripts (from all institutions attended). We prefer electronic official transcripts, but we also accept hard-copy official transcripts
  • Electronic transcripts must be sent directly from the institution to masononline@wm.edu
  • Hard-copy official transcripts should arrive in a sealed envelope with the signature of the registrar across the seal. DO NOT OPEN OFFICIAL TRANSCRIPTS. Hard-copy official transcripts must be sent directly from your academic institution or forwarded in a sealed envelope from you to the following address:
    William & Mary
    Raymond A. Mason School of Business
    Attn: Center for Online Learning
    P.O. Box 8795
    Williamsburg, VA 23187

NOTE: You can upload unofficial transcripts with your application, which will suffice for the initial admissions decision; if accepted, you must submit official transcripts before the first day of class. In the case of incomplete transcripts, or if you have significant transfer credits, W&M reserves the right to delay passing a decision on your application until official transcripts are received.