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
- At least two years of professional work experience with marketing exposure
- A completed online application, including:
  - Two letters of reference. Please select individuals who can provide specific and relevant information about your intellectual and quantitative abilities, performance and motivation. Do not include an immediate family member
  - 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.
- Proof of English language proficiency for non-U.S. citizens. Applicants must have a TOEFL score of at least 100 if internet-based, 250 if computer-based or 600 if paper-based, or an IELTS score of at least 7. Exemptions may be granted for applicants who have earned a degree from an accredited U.S. institution or lived and worked full time in a predominantly English-speaking country for the past two years
- Admission fee of $100 or a fee waiver
  - The application fee may be waived for applications submitted by the priority deadline, active-duty military and veterans, W&M alumni, attendees of informational webinars, and at the discretion of the Admissions Office. Contact an Admissions Advisor to discuss whether you qualify for a few waiver
- Personal admission interview
  - Qualified applicants who have submitted and completed their application will be invited to schedule a personal admission interview. Interviews can be conducted by video conference, telephone, or on campus

No GMAT or GRE scores are required to apply to the Online MSM!