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 where you have received a conferred bachelor or graduate degree. These must be sent directly from your institution.

**Ordering Instructions:**
- Electronic official transcripts sent through a secure transcript delivery network are preferred. Transcripts should be sent to William & Mary Graduate School of Business or William & Mary Raymond A. Mason School of Business. If these options are not available when you order, please have them sent to masononline@wm.edu.
- We also accept hard-copy official transcripts. They must be sent directly from your academic institution or forwarded in a sealed envelope from you (DO NOT OPEN OFFICIAL TRANSCRIPTS) to the following address:
  
  William & Mary  
  Raymond A. Mason School of Business  
  Attn: Center for Online Learning  
  PO Box 8795  
  Williamsburg, VA 23187  

  NOTE: You should upload unofficial transcripts to your application from institutions where you earned a degree and from those where you completed a significant number of credits. William & Mary reserves the right to request transcripts from all universities you have attended for a holistic review of your application. 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 fee 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!