

# THE ONLINE MASTER'S IN MARKETING FROM WILLIAM & MARY

PROGRAM  
DETAILS

William & Mary's [Online Master of Science in Marketing](#) program from the Raymond A. Mason School of Business prepares you to become a next-generation leader in the dynamic field of marketing. Combining the centuries-old legacy of excellence for which William & Mary is known with a forward-looking vision of marketing innovation, the Online Master's in Marketing offers broad yet deep expertise in the tools, technologies and strategies that successful marketers use.

Whether your goal is to build a solid foundation for a career pivot into marketing or to master the knowledge and mindset that can propel you on a trajectory toward upper management and the C-suite, the Online Master's in Marketing offers everything you need to know to thrive in today's rapidly evolving digital world.

## Online Program Structure

- 10 courses
- Jump Start: a resource course designed to help ensure student success in the Online MSM program
- 33 credits
- One on-campus residency
- Complete in as few as 15 months

## Program Benefits

- Earn a respected, AACSB-accredited business degree
- Master the [diverse skill set of a true Renaissance marketer](#) and learn to work collaboratively and cross-functionally with your entire organization
- Learn to market effectively and efficiently in the [disruptive, omnichannel digital environment](#)
- Complete coursework and track your progress through our unique and engaging [online learning platform](#)
- Enjoy [networking opportunities](#) with successful Raymond A. Mason School of Business [alumni](#)

## Admissions Requirements

- Completed [online application](#), including:
  - Official academic transcripts
  - Two professional references
  - [Personal essay](#)
- Application fee of \$100 (nonrefundable; a fee waiver may be available)
- A bachelor's degree (or equivalent) from a regionally accredited college or university
- Proof of [English language proficiency](#) (for non-U.S. citizens)
- 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 via video conference or by telephone



## Curriculum

- Jump-Start (0 credits)
- Residency (1 credit)
- Foundation: Renaissance Marketer (4 credits)
- Analytics for Evaluation and Situation Analysis (4 credits)
- Analytics for Planning and Optimization (4 credits)
- Product Management and New Product Development (4 credits)
- Market-Driven Innovation Strategy and Development (4 credits)
- Integrated Campaign Marketing (4 credits)
- Digital Content Management (4 credits)
- Capstone: Leading With Values—Revolutionary Marketing Leadership (4 credits)

Are you ready to **market with impact** to every audience?

To learn more about the Online Master's in Marketing from William & Mary, contact an admissions outreach advisor at 844-234-4075.

