

Marketing (MSM)

Graduate work in marketing is offered in the following areas: consumer behavior, marketing strategy, and quantitative marketing.

Option I: The Master of Science in Marketing Option I degree program is offered only to students enrolled in the doctoral program in marketing. This degree is offered in three options: with thesis, with report, and without thesis or report.

Option III: The Master of Science in Marketing Option III degree program is designed for students pursuing a terminal master's degree in marketing. Coursework is designed to teach rigorous and innovative content that will provide students with master's level knowledge, skills, and abilities in the field of marketing.

The Master of Science in Marketing degree has been identified by the Department of Homeland Security as a STEM-eligible program for purposes of fulfilling the Optional Practical Training (OPT) extension requirement.

Graduate Handbook

Graduate handbook information is updated and maintained by each program. Graduate handbooks are available within each program's office and [online](#). Please contact the program with concerns or questions.

Admission Requirements

Admission to MS in Marketing program is extremely competitive. Admission decision is made by the MS in Marketing Admission Committee respectively and is based on a balanced consideration of multiple factors, including academic credentials, test scores, work experience, personal statement, and letters of recommendation. Students must enter the MS in Marketing Option III program in the summer semester. Applicants admitted to the MS in Marketing Option III program will be required to submit a [nonrefundable enrollment deposit](#) to secure enrollment in the program.

The MS Bridge Program offers undergraduate students at The University of Texas at Austin an opportunity to prepare for future graduate study by providing access to courses and program resources that normally require graduate standing. University of Texas at Austin undergraduate students may apply for admission through the graduate academic unit sponsoring the bridge program. Admission to a bridge program is highly competitive and does not guarantee admission to a graduate degree program. Additional information can be found at [MS Bridge Program](#).

Total Hours Required:

Option I Thesis: 30

Option I Report: 33

Option I Without Thesis or Report: 36

Option III: 36

Requirements

Option I: The thesis option requires at least 30 semester hours of credit; the report option, at least 33 hours; and the option without thesis or report, at least 36 hours. All coursework must be logically related, and the student's entire program must be approved by the graduate advisor.

Option III: This program requires completion of 36 semester hours of coursework and is without thesis or report. All courses required to complete the Option III program are offered in alignment with University

policies governing the delivery of non-formula-funded (Option III) degree programs.

Code	Title	Hours
All students must also follow the following requirements and policies:		
Graduate Business Requirements		
Graduate University Requirements		