

BUSINESS ADMINISTRATION (MARKETING - MASTER'S)

There are two distinct master's programs in marketing, offered at the Warrington College of Business. Please read this information carefully to determine which one is suitable for you.

The first program is the specialized Master of Science (M.S.) in Business Administration with a concentration in Marketing. The Master of Science Marketing program is intended for students whose objective is to work in the field of marketing in a corporate, non-profit, or entrepreneurial setting. For additional information and to apply for this program, visit the program website: <https://warrington.ufl.edu/master-of-science-in-marketing/>

The second program is the Master of Art (M.A.) in Business Administration with a concentration in Marketing. This program is intended for students whose ultimate goal is to earn a Ph.D. in Marketing at another institution. This program does not train students for a marketing career in the industry. Students admitted to this program take classes at the Ph.D. level and can specialize in either consumer behavior or quantitative research (empirical or analytical). The Marketing Department only accepts M.A. students into this research-oriented program in special cases, based on applicant quality and faculty availability and fit. Applicants must show evidence of a strong interest in academic research in marketing. If you are interested in this program, please contact the Marketing Department PhD Coordinator in the first instance. Do not submit an online application to this program without first contacting the graduate coordinator. Contact information can be found here: <https://warrington.ufl.edu/phd-in-business-administration-marketing/>

Combination Degrees: The College offers combination bachelor's/master's degree options for students pursuing a Bachelor of Science Degree with a major in Marketing and a Master of Science degree with a major in Business Administration and a concentration in Marketing; a Master of Science (M.S.) with a major in Business Administration and a concentration in Marketing with a Bachelor of Arts in Business Administration (B.A.B.A.); a Master of Science (M.S.) with a major in Business Administration and a concentration in Marketing with a Bachelor of Science in Business Administration (B.S.B.A.) with a major in Finance; a Master of Science (M.S.) with a major in Business Administration and a concentration in Marketing with the Bachelor of Science in Business Administration (B.S.B.A.) with a major in Marketing; a Master of Science (M.S.) with a major in Business Administration and a concentration in Marketing with a Bachelor of Science in Business Administration (B.S.B.A.) with a major in Information Systems; and a Master of Science (M.S.) with a major in Business Administration and a concentration in Marketing with a Bachelor of Science in Business Administration (B.S.B.A.) with a major in Management.

Degrees Offered

Master's Degrees Offered through the Department of Marketing with a Major in Business Administration

- Master of Arts
 - concentration in Marketing

- Master of Science
 - concentration in Marketing

Requirements for these degrees are given in the Graduate Degrees (<http://gradcatalog.ufl.edu/graduate/degrees/>) section of this catalog.

Courses

Marketing Departmental Courses

Code	Title	Credits
MAR 5805	Problems and Methods in Marketing Management	3
MAR 5806	Problems and Methods in Marketing Management	2
MAR 6105	Marketing Ethics	2
MAR 6157	International Marketing	2
MAR 6158	International Marketing	3
MAR 6237	The Art and Science of Pricing	2
MAR 6256	Strategy and Tactics of Pricing	3
MAR 6335	Building and Managing Brand Equity	2
MAR 6456	Business-to-Business Marketing	2
MAR 6457	Business to Business Marketing	3
MAR 6479	Professional Selling	2
MAR 6508	Customer Analysis	2
MAR 6509	Customer Insights and Analysis	3
MAR 6590	Managerial and Consumer Decision Making	3
MAR 6591	Consumer and Managerial Decision-Making	2
MAR 6646	Marketing Research for Managerial Decision Making	3
MAR 6648	Marketing Research for Managerial Decision Making	2
MAR 6667	Marketing Analytics Methods	2
MAR 6668	Marketing Analytics 1	2
MAR 6669	Marketing Analytics 2	2
MAR 6722	Web-Based Marketing	2
MAR 6816	Advanced Marketing Management (MBA)	3
MAR 6818	Advanced Marketing Management	2
MAR 6833	Product Development and Management	2
MAR 6838	Brand Management	3
MAR 6839	Product Development and Management	3
MAR 6861	Customer Relationship Management	2
MAR 6862	Customer Relationship Management	3
MAR 6905	Individual Work	1-4
MAR 6910	Supervised Research	1-5
MAR 6930	Special Topics in Marketing	1-4
MAR 6940	Supervised Teaching	1-5
MAR 6957	International Studies in Marketing	1-4
MAR 6971	Research for Master's Thesis	1-15
MAR 7507	Perspectives on Consumer Behavior	3
MAR 7588	Consumer Information Processing and Decision Making	3
MAR 7589	Judgment and Decision Making	3
MAR 7626	Multivariate Statistical Methods in Marketing	3
MAR 7636	Research Methods in Marketing	3
MAR 7666	Marketing Decision Models	3
MAR 7671	Artificial Intelligence and Machine Learning	3
MAR 7925	Workshop in Marketing Research	3
MAR 7979	Advanced Research	1-12
MAR 7980	Research for Doctoral Dissertation	1-15

Warrington College of Business Courses

Code	Title	Credits
BTE 7171	Preparing to Teach in Business	2
GEB 5212	Professional Writing in Business	1-3
GEB 5215	Professional Communication in Business	1-3
GEB 5929	Foundations Review	1-3
GEB 6229	Professional Communication for Accountants	2
GEB 6365	International Business	3
GEB 6905	Individual Work	1-4
GEB 6930	Special Topics	1-3
GEB 6941	Internship	1-4
GEB 6957	International Studies in Business	1-4

Student Learning Outcomes

Business Administration--Marketing (Master's degree)

SLO1

Knowledge

Identify, describe, and explain the concepts, methods, and tools in marketing.

SLO2

Skills

Apply relevant marketing principles to analyze strategic problems in marketing, and to construct, evaluate, and implement appropriate solutions.

SLO3

Skills

Apply critical reasoning and analytical tools & methods to evaluate evidence in the service of marketing decision-making.

SLO4

Professional Behavior

Write business documents clearly, concisely, and analytically

SLO5

Professional Behavior

Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids