

UNIVERSITY OF HOUSTON

MS IN MARKETING



IN-PERSON



ONLINE

Thrive in today's marketing landscape with tech-driven proficiencies like data analytics and digital marketing through this MS in Marketing. Explore how technologies within market research and digital branding can make the most of your creativity and strategic thinking in this graduate-level program you can complete in as little as one year.

PROGRAM INFORMATION

- > 30 credit hours
- > Fall and Spring start
- > 12 month program
- > 3 foundation classes and Capstone practicum
- > Experiential learning
- > Variety of electives to choose from

STUDENT PROFILE

3.37 Average Undergraduate GPA

558 Average GMAT

1.5 Average Years of Work Experience

CONTACT

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WEB bauer.uh.edu/ms-marketing/

PHONE 713-743-0700

CHECK OUT OUR
UPCOMING EVENTS



APPLICATION CHECKLIST

- > **Online Application and Fee**
Application fee is \$50 for domestic (US) applications and \$80 for international applicants.
- > **Resume**
- > **Goal Statement**
- > **Transcripts**
- > **GMAT/GRE Scores**
- > **TOEFL/IELTS Scores**
For international students.
- > **Financial Backing Form and copy of passport**
For international students.



Graduate & Professional Programs
C. T. Bauer College of Business

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FINANCIAL AID

- > Financial aid is available to U.S. citizens and permanent residents through the federal government.
- > An application is available through the Free Application for Federal Student Aid website, at www.studentaid.gov. Complete your FAFSA as soon as possible after October 1 of the year you plan on attending.
- > International Students should contact International Student & Scholar Services for information on financial aid services which include scholarships, emergency aid and more.

GRANTS

- > Grants are available on a limited basis for Bauer graduate students.

SCHOLARSHIP

- > Prospective students who meet certain requirements may be eligible for scholarships available through the university, college, or department.
- > Scholarships are available for both domestic and international students.
- > Eligibility requirements vary based upon scholarship criteria.
- > Some scholarships come with an in-state tuition waiver (if needed).

PROGRAM COST

Total Texas Resident Cost
\$30,100*

Total US-Non-Texas Resident Cost
\$45,300*

Total International Cost
\$50,700*

*tuition is subject to change at any time