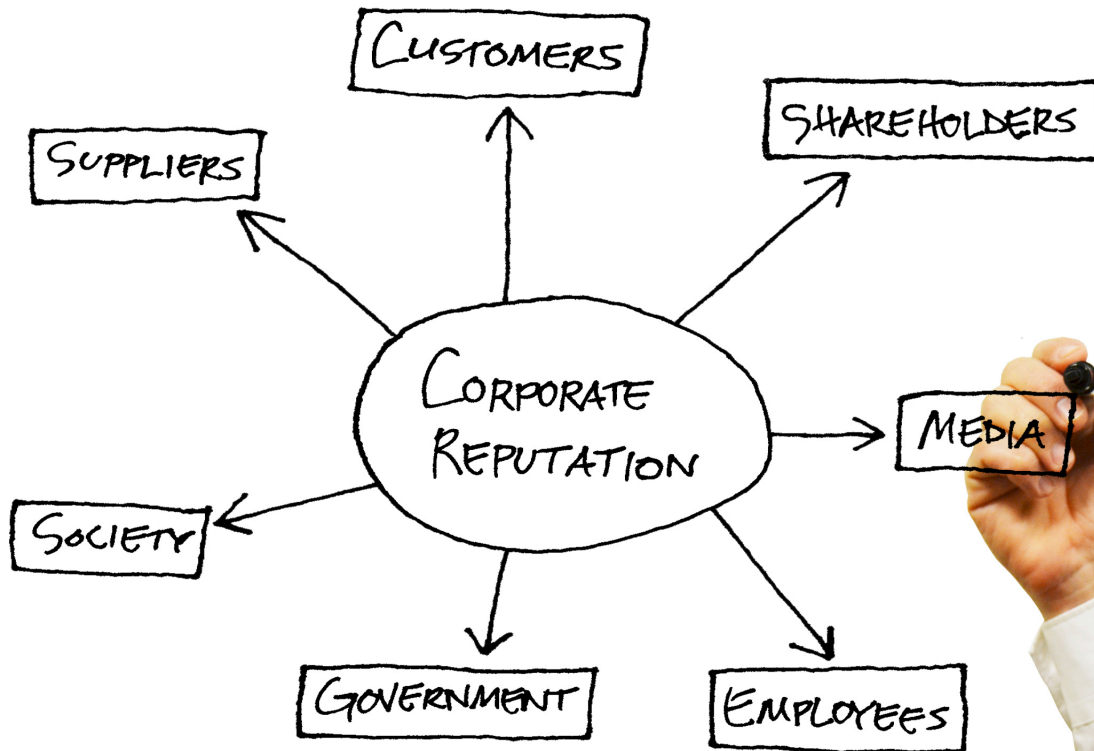


# MARKET YOUR FUTURE



## Master of Science in Marketing

Become an expert in corporate reputation management with a Master of Science in Marketing (MSM) from Florida State University College of Business.

Students in our innovative program take on a 360-degree perspective of the firm to learn how today's organizations develop, manage and protect their most valuable asset – their reputation.

The MSM program offers unique context, cutting-edge curriculum and individual instruction from our world-renowned faculty, all combined to ensure a wide range of employment opportunities for graduates.

[cob.fsu.edu/msm](http://cob.fsu.edu/msm)



FLORIDA STATE UNIVERSITY  
COLLEGE OF BUSINESS

- Admission deadlines: Oct 1 for spring entry, March 1 for summer entry, June 1 for fall entry
- One-year, stand-alone master's program which is completed in three semesters
- Top undergraduate students can opt for the five-year, combined bachelor's/master's program
- Accredited by The Association to Advance Collegiate Schools of Business (AACSB)

“FSU’s Master of Science in Marketing is an ideal launch platform for any student considering a business career in corporate, media or marketing communications. The curriculum, coursework and mentor relationships the College of Business developed for this program are purpose-built to prepare students for leadership roles in an increasingly important and critical area of business.”

– Bruce Redditt (B.S. Marketing ’75)  
Executive Vice President, Omnicom Group

## International Acclaim. Individual Attention.

### Core curriculum

The MSM program consists of 33 credit hours. Current core curriculum includes the following 30 credit hours:

BUL 5810 - The Legal and Ethical Environment of Business (3 hrs)  
MAN 5245 - Leadership and Organizational Behavior (3 hrs)  
MAN 5716 - Economics and Business Conditions (3 hrs)  
MAR 5125 - Marketing Strategy in the Global Environment (3 hrs)  
MAR 5625 - Marketing Research and Analytics (3 hrs)  
RMI 5017 - Fundamentals of Risk Management (3 hrs)

### Corporate Reputation Courses

MAR 5107 - Business Ethics and Social Responsibility (3hrs)  
MAR 5336 - Strategic Corporate Communication (3hrs)  
MAR 5818 - Corporate Affairs Management (3hrs)  
MAR 5861 - Customer Relationship Management (3hrs)

### Required Internship

GEB 5944 Corporate Reputation Internship (may be completed at the College of Business, or at University Relations, FSU Boosters, FSU Foundation, Legislature, lobbying firms, advertising/PR firms, or other corporations)

### Prerequisites

All MSM applicants must complete specific business foundation courses prior to enrollment in the MSM program. Minimum prerequisites include:

ACG 2021 - Introduction to Financial Accounting  
ECO 2013 - Introduction to Economics  
FIN 3403 - Financial Management of the Firm  
MAR 3023 - Basic Marketing Concepts  
MAR 3503 - Consumer Behavior  
QMB 3200 - Quantitative Methods for Business Decisions

All students without acceptable work experience are required to have completed an internship prior to entering the program.

Please note: Program requirements are subject to change.

### Cost of degree

FSU’s MSM program follows tuition rates for graduate studies throughout the university. For a complete list of current estimated costs, see Admissions > Costs link on [cob.fsu.edu/msm](http://cob.fsu.edu/msm).

### Admission guidelines

#### MSM

Students entering the MSM program will apply for admission through the University and the Graduate Programs office within the College of Business. MSM students will be expected to meet the following admission requirements: a minimum total score of 530 on the GMAT and an undergraduate upper division GPA of at least 3.0. Given the limited class size, it is likely that most who are admitted to the program will have credentials considerably above the specified minimums.

### Combined BS/MS

An undergraduate student wishing to enroll in the five-year, combined BS/MS program must apply through the Marketing Department and the MSM program director. These students must meet the following criteria: completion of at least 90 credits at FSU with a minimum 3.0 overall GPA, minimum 3.2 GPA in all business courses and certified eligibility from the Office of the University Registrar. Transfer students must have completed at least 24 credits at FSU with the same minimum GPA requirements.

### Application process for MSM

The following two items should be sent directly to Florida State University through the online admissions application:

1. University Application for Admission to a Graduate Program (available exclusively online at <https://admissions.fsu.edu/gradapp/>).
2. Nonrefundable application fee of \$30 (see University Application – may be paid online at [fees.fsu.edu](http://fees.fsu.edu)).

Send three items to the University Admissions Office:

1. One official transcript from all schools attended (except for FSU).
2. Official TOEFL Score Report or IELTS Test Report (required of international applicants whose native language is not English, regardless of academic background).
3. Florida Resident Affidavit (see University Application or <http://admissions.fsu.edu/images/pdf/residency.pdf>).

Address: *Florida State University, Office of Admissions, 336 Champions Way, P.O. Box 3062400, Tallahassee, FL 32306-2400*

Send directly to the FSU College of Business Graduate Office:

1. Official GMAT scores and, if applicable, a copy of the TOEFL or IELTS scores.

Address: *Florida State University, College of Business, Graduate Programs Office, 821 Academic Way, RBB 336, P.O. Box 3061110, Tallahassee, FL 32306-1110*

Submit program-specific information directly to the FSU College of Business through the online admissions application, <https://admissions.fsu.edu/gradapp/>

1. Applicant’s statement of purpose for pursuing the MSM degree (1-2 pages).
2. Current resume. Clearly indicate work experience including dates and positions held.
3. Three recommendations from employers or former professors that speak specifically to the applicant’s ability to successfully complete the MSM program.

Note to international applicants: For more information concerning financial responsibilities, degree equivalency, etc., please visit <http://admissions.fsu.edu/international/admissions/graduate.cfm>

### Application process for combined BS/MS

Start the application process by registering your interest at <https://business.fsu.edu/grad/msm-inquiry.cfm>



FLORIDA STATE UNIVERSITY  
COLLEGE OF BUSINESS

Graduate Programs | (850)644-6458 | [cob.fsu.edu/grad](http://cob.fsu.edu/grad)

Use your  
smartphone to  
learn more at  
[cob.fsu.edu/msm](http://cob.fsu.edu/msm)

