

As Senior Vice President of Corporate Affairs, Chuck Hardwick (BS '62, MBA '64) managed Pfizer's worldwide corporate reputation for over 30 years.



## Get the bigger picture. Pursue an MS in Marketing

Stand out in the crowd with a Master of Science in Marketing from Florida State University's College of Business. Our innovative program offers a cutting-edge curriculum centered on corporate reputation management, and individual instruction from world-renowned faculty. Students say it's real-time learning they can apply immediately to their current careers.

- Admission deadlines: Nov. 1 for spring entry, April 1 for summer entry, June 1 for fall entry.
- Choose from our one-year, stand-alone master's program or our five-year, combined bachelor's/master's program for top undergraduate students in marketing or professional sales.
- Accredited by The Association to Advance Collegiate Schools of Business (AACSB).



"We learned to look at controversial situations that businesses have or may face from many different angles. We learned to evaluate these situations, lay out some possible courses of action and effectively handle the crisis." – Amanda Hartnett, MBA 2009, past corporate-affairs student

# International Acclaim. Individual Attention.

## Core curriculum

The MSM program consists of 33 credit hours. Current core curriculum includes the following 27 credit hours:

MAR 5125 Marketing Strategy in the Global Environment  
MAN 5716 Economics and Business Conditions  
BUL 5810 The Legal and Ethical Environment of Business  
MAR 5625 Marketing Research and Analytics  
RMI 5011 Fundamentals of Risk Management  
MAN 5245 Leadership and Organizational Behavior

### Corporate Reputation Courses

MAR 5861 Customer Relationship Management  
MAR 5336 Strategic Corporate Communication  
MAR 5107 Business Ethics and Social Responsibility  
MAR 5818 Corporate Affairs Management

### Required Internship

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

## Cost of an MSM degree

FSU's MSM program follows tuition rates for graduate studies throughout the university. For a complete list of current estimated costs, see <http://controller.vpfa.fsu.edu/Student-Financial-Services/SFS-For-Students/Tuition-Fees-Payment/Tuition-Rates-Main-Campus>. Tuition rates are subject to change.

## Admission requirements

Post-baccalaureate 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. 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 60 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 checklist

The following two items should be sent directly to FSU 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 \$30.00 (see University Application – may be paid online) Address: Florida State University, PO Box 5000, Tallahassee, FL 32314-5000

Send three items to the University Admissions office:

1. Two official transcripts 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: Admissions Office, PO Box 3062400, 282 Champions Way, Florida State University, Tallahassee, FL 32306-2400.

Send directly to the FSU College of Business through the online admissions application, also through <https://admissions.fsu.edu/gradapp/>:

1. An applicant's statement of purpose for pursuing the MSM Degree (1-2 pages)
2. An up-to-date resume, clearly indicating an excellent prior academic record, from accredited universities, and any work experience including dates and positions held
3. Three recommendations: Two (2) recommendations from former college professors and one (1) recommendation from outside of the academic environment that speak specifically of the applicant's ability to successfully complete the MSM program and other attributes which make the applicant a valuable addition to the MSM Program

Send directly to the FSU College of Business:

1. Official GMAT scores and, if applicable, a copy of TOEFL or IELTS scores. Address: Graduate Office, College of Business, Florida State University, 821 Academic Way, RBB 233, PO Box 3061110, Tallahassee, FL 32306-1110.

International applicants should visit <http://admissions.fsu.edu/intl/graduate.htm> for information concerning financial responsibilities, degree equivalency, etc.



THE FLORIDA STATE UNIVERSITY  
COLLEGE OF BUSINESS

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