



Marketing

- Cost Effective
USNews.com
- Best buy
GetEducated.com
- Top option in Texas
EdSmart.org
- Highly ranked
Best Business College
- #36 MSM in the Nation
FTE Times
- Well Ranked among Texas
Business Schools
Best Business Colleges
- Convenient Classes available in
4, 8, 12, and 16 week formats
Attend online, part, or full time

Marketing in TX:

- Marketing jobs are abundant depending on the specific industry of interest.
- BLS: 10-year job growth of 10% in Marketing occupations

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Marketing

The Marketing (MKTG) concentration in the Master of Science in Management (MSM) program is a specialized concentration dedicated to current and aspiring marketers in a variety of industries. The program seeks to build a comprehensive set of skills needed to take the candidate to the next level in their career. Our unique program focuses on Marketing in a variety of workplace contexts. Learning methodology includes analysis, application, self-reflection, and simulation based on modern management and leadership.

Availability & Affordability

Tarleton’s MSM program is online with year round course offerings. A nine-semester credit hour load (three-courses) will cost approximately \$3,800 for residents and \$6,200 for non residents.

Jobs

Career opportunities include Advertising managers, consulting, Marketing analytics, Promotions managers, Marketing managers and other high-demand jobs. Jobs are plentiful for Marketing occupations with 10% growth projected over the next 10 years. Salaries range from \$69k to - \$208k, median \$133k (BLS.gov). However, the industry and experience impact salaries heavily.

Course Work

- MSM core (see the MSM webpage)
- Marketing Strategy
- Three Marketing Electives:
 - Sales Management
 - Marketing Research
 - Advanced Consumer Behavior
 - Digital Marketing and Analytics
 - Sports Marketing
 - Brand Management
 - New Product Management

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