



### Applicant Pool

	2016	2017
Applications Received	97	194
Percent Accepted	32%	21%
Class Size	31	41

### Academic Profile\*

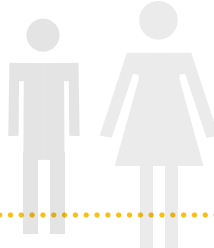
	2016	2017
Average GPA	3.3	3.61
Median GMAT	641	666
Average TOEFL	103	108.5

### General

	2016	2017
Average Age	27	26
Average Yrs Work Exp	4	2

### Diversity

	2016	2017
Women	74%	67%
International	55%	59%



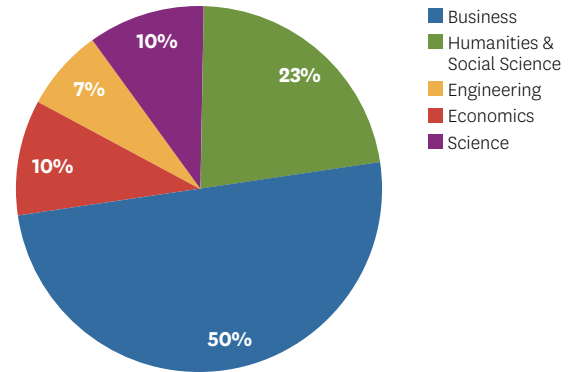
\*Fall entering classes

### Representative Employers

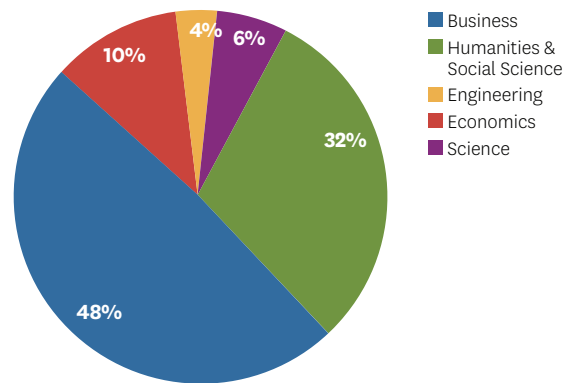
ABC, Amazon, Century Entertainment, Hyundai, Ipsos, Kantar Millward Brown, LinkedIn, Live Nation Entertainment, L'Oreal/NYX, Morgan Stanley, Netflix, NXP Semiconductors, USC, The Walt Disney Company



### Undergraduate Majors 2017



### Undergraduate Majors 2016



### Curriculum

- Marketing Management
- Business Analytics
- Customer Insights and Analysis
- Communication for Management
- Marketing Analytics
- Internet Marketing
- Marketing Strategy
- Electives

### Application Deadlines

Round 1: October 31, 2017	Notification begins: November 29, 2017
Round 2: November 30, 2017	Notification begins: December 29, 2017
Round 3: December 31, 2017	Notification begins: January 29, 2018
Round 4: January 31, 2018*	Notification begins: February 28, 2018
Round 5: February 28, 2018	Notification begins: March 29, 2018

\*January 31, 2018 is the deadline for international applicants.

### Contact Us

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Marshall School of Business  
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“The program has helped me further my career in the field that I’m passionate about: marketing. The mentorship program introduced me to highly motivational mentors.”

**Anuj Bhasin**, *Class of 2016*

### TROJAN NETWORK

[marshall.usc.edu/alumni](http://marshall.usc.edu/alumni)

**365,000+** USC alumni

**85,000+** USC Marshall alumni



“The USC Marshall MS in Marketing Program is phenomenal! The program goes above and beyond to ensure that you succeed. The networking opportunities presented by the program is just one reflection of this.”

**Madeline Lindsay**, *Class of 2019*



### CURRICULUM

[www.marshall.usc.edu/MSMkt/academics](http://www.marshall.usc.edu/MSMkt/academics)

**30 total units: 19.5 core, 10.5 elective**

### COUNTRIES REPRESENTED

Canada • China • India • Indonesia • Iran  
Norway • South Korea • Taiwan • USA

[www.marshall.usc.edu/MSMkt/class-profile](http://www.marshall.usc.edu/MSMkt/class-profile)



“The USC Marshall School of Business has an amazing faculty. Each faculty member has great connections to top leaders from various companies and industries. The cases given to students are up to date and you hear from guest speakers who are in the industries and companies of your dreams doing your dream job.”

**Hoda Sedghi**, *Class of 2017*

### LOCATION

**1M** firms and **10M**  
people in LA County

**24** Fortune 500 firms  
in Southern California

### VISIT CAMPUS

[www.marshall.usc.edu/MSMkt/infosessions](http://www.marshall.usc.edu/MSMkt/infosessions)

Attend an information session, hear from current students and meet with program leadership. On-campus sessions and webinars are available throughout the fall.