MASTER OF SCIENCE IN MARKETING

Program Requirements

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Student’s Advisory Committee

On-Campus and Distance Education Degree Programs

The Master of Science in Marketing (MS-MKTG) student’s advisory committee consists of the associate/assistant department head who is a faculty member in the Department of Marketing at Mays Business School. They have the responsibility of approving the proposed degree plans for MS-MKTG students. When necessary, recommendations in cases of academic deficiency will be made to the Graduate and Professional School.

Degree Plan

On-Campus and Distance Education Degree Programs

The student’s advisory committee, in consultation with the student, will develop the proposed degree plan. The degree plan must be filed with the Graduate and Professional School and approved by the associate department head before the deadline imposed by the MS-MKTG program and no later than dates announced in the Graduate and Professional School calendar of deadlines for graduation. Additional coursework may be added to the approved degree plan by petition to the MS-MKTG director.

A student should submit the degree plan using the online Document Processing Submission System (http://ogsdpss.tamu.edu/).

A student submitting a proposed degree plan for a Master of Science degree should designate on the official degree plan the appropriate program option.

Credit Requirement

On-Campus and Distance Education Degree Programs

A minimum of 36 semester credit hours of approved coursework is required for the Non-Thesis Option.

Transfer of Credit

On-Campus and Distance Education Degree Programs

Due to our cohort model, the MS-MKTG program does not accept transfer of credit or substitutions.

Limitations on the Use of Transfer, Extension and Certain Other Courses

On-Campus and Distance Education Degree Programs

Some departments may have more restrictive requirements for transfer work. If otherwise acceptable, certain courses may be used toward meeting credit-hour requirements for the master’s degree under the following limitations.

Courses previously used for another degree are not acceptable for degree plan credit.

For non-distance degree programs, no more than 50 percent of the non-research coursework required for the program may be completed through distance education courses.

To receive a graduate degree from Texas A&M University, students must earn one-third or more of the credits through the institution’s own direct instruction. This limitation also applies to joint degree programs.

Exceptions will be permitted only in unusual cases and when petitioned by the student’s advisory committee and approved by the Graduate and Professional School.

Thesis Option

On-Campus and Distance Education Degree Programs

Please note that the thesis option does not apply to the MS-MKTG program.

Non-Thesis Option

On-Campus and Distance Education Degree Programs

The Final Examination is not required for the Master of Science in Marketing.

A student pursuing the non-thesis option is not allowed to enroll in 691 (Research) for any reason and 691 may not be used for credit toward a non-thesis option Master of Science degree. A maximum of 4 credit hours of 684 (Professional Internship), 8 credit hours of 685 (Directed Studies), and up to 3 credit hours of 690 (Theory of Research) or 695 (Frontiers in Research) may be used toward the non-thesis option Master of Science degree. In addition, any combination of 684, 685, 690, and 695 may not exceed 25 percent of the total credit hour requirement shown on the individual degree plan. All requirements for the non-thesis option Master of Science degree other than those specified above are the same as for the thesis option degree.

The department head or the chair of an intercollegiate faculty (if appropriate) for the program may approve an exception for a PhD student who changes to a non-thesis option MS degree program after at least one year of PhD studies to use 691 credits toward a non-thesis option Master of Science degree. The department head or chair of an intercollegiate faculty (if appropriate) for the program may approve an exception for a master’s student who changes from a MS thesis option degree to a MS non-thesis option degree program to use 691 credits toward a non-thesis option Master of Science degree. In both cases, the student is allowed to use a maximum of 8 credit hours of 685 and 691 combined. Departments, colleges, and interdisciplinary degree programs may opt to establish higher standards. Further, any combination of 684, 685, 690, 691, and 695 may not exceed 25 percent of the total credit hour requirement shown on the individual degree plan. All requirements for the non-thesis option
Master of Science degree other than those specified above are the same as for the thesis option degree.