Sykes College of Business

M.S. in Marketing

The Sykes College of Business draws together talented faculty, sophisticated technology and cutting-edge curriculum to provide students with the tools to succeed in a changing world. Highly qualified students of diverse ages and backgrounds receive advanced training in an array of disciplines from faculty members with a pulse on the business community. The M.S. in Marketing program is available in two formats, full time and part time, and offers day, night and weekend classes.

Integrate Brand and Business Strategies

The innovative M.S. in Marketing program is designed for students pursuing careers in marketing or for professionals seeking development in specific areas of marketing. Students learn the global nature of business from a marketer’s perspective, shaped by a combination of classroom and real-world experiences.

Marketing professors, many of whom own businesses or have corporate backgrounds, teach students in an open learning environment where ideas flow freely. The practitioner backgrounds of these faculty members bring valuable experiences directly from the marketing world to the classroom.

A comprehensive curriculum sharpens skills in marketing management, brand and product strategy, marketing research and sales management. M.S. in Marketing students may be fresh from undergraduate programs, or seasoned professionals looking to build their knowledge or break into new areas. Courses integrate the most current theories and applications to prepare students for successful marketing careers, putting specific skills to work for their companies.

UT’s M.S. in Marketing students enjoy a flexible program that enables an individualized course of study based upon specific career goals and interests. Course options offer students the benefit of focusing in a particular marketing area or broadening exposure to new and exciting marketing tools. The program blends theory with practice and traditional thinking with contemporary marketing models. Students are prepared for career success in the dynamic marketing world. An MBA concentration in marketing is also offered.

Internationally Recognized Program

The Sykes College of Business is accredited by AACSB International (Association to Advance Collegiate Schools of Business), the premier business accrediting organization. The College is rated one of the “best business schools” by U.S. News & World Report (2012); one of the 296 best business schools in the world by The Princeton Review (seventh year in a row); and in the “Excellent Business Schools” category in the 2011 Eduniversal Worldwide Business Schools ranking.
UT offers applied experiential marketing classes in specialty areas such as strategy, research methods, brand strategy, integrated marketing communication, services, sales management, global marketing and technology and e-commerce.

Multiple hands-on, company-sponsored projects throughout the curriculum offer students unique exposure to case study development, data collection and analysis, consulting and strategic marketing plans. Students are involved in making decisions about product development, pricing, promotion, marketing research, sales compensation, cost containment and production scheduling. These experiences serve them well in their marketing careers.

Select courses include:
- Marketing Management
- Business Research Methods
- Integrated Marketing Communications
- Sport Marketing
- Electronic Marketing Strategy
- Marketing Law
- Strategic Brand Management
- Buyer Behavior
- Innovation and Technology Marketing

Students may also take courses in advertising, marketing management, service quality, market research, marketing strategy and international marketing.

Students who complete the M.S. in Marketing program at UT gain the skills to pursue positions as market researchers, brand managers, marketing managers and more. Some start their own marketing firms, receive promotions within their current companies or pursue new opportunities. The curriculum also supports preparation for the Professional Certified Marketer™ exam offered by the American Marketing Association.

FACULTY

Business faculty have achieved national and international reputations for academic and business success in their fields. 97 percent hold doctorates; 80 percent have practical business experience.

Hemant Rustogi, DBA

Chair/Dana professor of marketing Hemant Rustogi specializes in market research, international marketing, service quality, marketing strategy and international business education. He has written numerous publications on marketing and international business education.

Judith Washburn, Ph.D.

Associate professor of marketing Judith Washburn's research interests include branding, associative relationships between businesses and nonprofit organizations, service value and university marketing. She has worked as a marketing manager, researcher and consultant.

State-of-the-Art Facilities

Within an 80,000-sq. ft. facility, the Sykes College of Business offers students a superior learning environment, complete with SMART podiums, LCD multimedia projectors, videoconferencing equipment, wireless access and hundreds of laptop outlets. The Huizenga Family Foundation Financial Trading Center provides Bloomberg Professional™ real-time trading information.

Experiential Learning

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Today’s businesses compete in a global marketplace influenced by varying cultures, economies and mindsets. It is vital for UT students to understand how these differences affect international business relationships and operations. Pivotal to the Sykes College of Business education, cross-cultural business concepts are infused throughout the curriculum, providing a global perspective and offering invaluable opportunities for scholarship and travel.

Each area of study engages students in domestic and international perspectives of current events and the implications for multi-national transactions. M.S. in Marketing courses prepare students to enter a global market by providing case studies that highlight the environment in other countries. Along with learning to address cultural differences, they study international market research, pricing, promotion, branding and distribution. Students also have the opportunity to participate in UT’s robust study abroad offerings. Professors lead several educational trips each year to Asia, South America and Europe.

Cory Lawson ’11
M.S. in Marketing and MBA

After discovering that Sykes is one of the few business schools in the country offering both an MBA and an M.S. in Marketing, Cory Lawson decided UT was the ideal place to pursue dual graduate degrees to differentiate himself in the marketplace. At graduation he was honored with the Outstanding Student Award.

“UT prepares students to compete in the global economy. My courses included detailed consulting and strategic marketing projects for real companies. We presented our results to the clients, which was very rewarding. This real-world experience has added incredible value to my education.”

Research in Marketing

Marketing professor Virginie Kharé recently published “Social Marketing and Rock ’n’ Roll: the Power of the U2 Brand” in the Journal of the International Academy for Case Studies. Demonstrating an applied example of social marketing, this case study helps students explore brand positioning, global targeting and positioning, global sponsorships and social media related to the successful U2 brand.

Kharé also published an analysis of marketing practices among nonprofit organizations in the United States versus France in the Journal of Marketing Development and Competitiveness.
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Career Advancement

UT’s Office of Career Services offers excellent advisory services to students, helping them prepare effective résumés, find internships and apply for positions with top companies in the Tampa Bay area and beyond.

Career Services also provides opportunities specific to graduate students such as employer-interactive programming, speed networking events and lunches with alumni. The Corporate Connections Program allows students and alumni to network with companies such as Revenue Management Solutions, KForce and Raymond James. In addition, students are invited to tour local businesses such as Franklin Templeton Investments, Home Shopping Network and the Seminole Hard Rock Hotel & Casino.

Graduate students and alumni have free, lifetime access to a variety of tools and networks to help advance their careers. This includes HIRE-UT, a specialized online resource exclusively for UT students and alumni. HIRE-UT posts job openings from companies looking for well-qualified candidates.

One of the distinctive characteristics of a UT education is the built-in network of active alumni and links to the local and international business communities. Opportunities abound for connections between students and alumni.

Scholarships

Each year the Sykes College of Business awards graduate assistantships to select first-year students with outstanding academic and professional credentials. Graduate assistantships cover tuition for up to 36 credit hours over four semesters and provide a stipend. Recipients work 20 hours a week conducting research and applying concepts they are learning in the classroom.

About UT

The University of Tampa is a medium-sized, private university offering more than 150 areas of undergraduate study and 10 graduate programs. Richly diverse, UT is the school of choice for approximately 7,000 students from across the country and around the world.

Visit www.ut.edu/graduate for more information about UT and the Sykes College of Business.

Jesse Kaddy ’08
M.S. in Marketing
Marketing Manager, Avid Technology
Boston, MA

With a bachelor’s degree in electronic media art and technology from UT, Jesse Kaddy entered the M.S. in Marketing program as a graduate assistant, which covered his tuition and gave him real world work experience. He completed the program in one and a half years and upon graduation, secured a position in the e-commerce/Web department of Avid Technology, an international company based in Boston where he now serves as the team lead for Web content. Kaddy says his graduate marketing degree from UT sets him apart from others in his field, and gives him the confidence to succeed. “It was a challenging program, but in my new job, I use the analytic and technical skills I acquired in my UT graduate classes every day,” said Kaddy.

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OFFICE OF ADMISSIONS | 401 W. Kennedy Blvd. | Tampa FL 33606-1490
(813) 258-7409 | Fax (813) 254-4955 | utgrad@ut.edu | www.ut.edu

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