



Come for your bachelor's ... finish with your master's



4+1 M.S. in Marketing Program

Earn both your B.S. and M.S. in five years



Undergraduates majoring in marketing have the unique option to enroll in UT's **M.S. in Marketing** program. In an accelerated 4+1 format, students may take two graduate-level classes during their senior year and then complete the master's program in just one additional year of study. This innovative program sharpens skills in marketing management, brand and product strategy, marketing research and sales management, while allowing students to pursue topics relevant to their specific career goals and interests.

INTERNSHIPS

A key feature of the program is the two required internships. Internships give students with limited work experience marketable skills and provides a competitive advantage when seeking employment after graduation.

PROGRAM ADVANTAGES

- Earn both your bachelor's and master's degrees in five years, and gain a competitive advantage for jobs.
- Develop valuable career connections through two internships.
- Save money by taking two graduate courses at the undergraduate tuition rate.
- Application fee waived.
- Personal statement and references waived.
- GMAT requirement waived.

SAMPLE GRADUATE COURSES

- Strategic Marketing Analysis
- Selling and Sales Management
- Business Research Methods
- Global Marketing
- Digital Marketing
- Strategic Brand Management
- Buyer Behavior
- Services Marketing and Management

To learn more, visit ut.edu/UT2UT, email grad@ut.edu or call (813) 253-6249.