



LEHMAN
COLLEGE



ONLINE

Graduate Admissions

Master of Science in Business Specialization in Marketing

Lehman College has established a fully **online** graduate program leading to the degree of Master of Science in Business (MSB) with a specialization in Marketing. The objective of this curriculum is to satisfy the growing need in today's business environment for professionals who have developed the necessary expertise, insight, and vision in tackling the technical, interpersonal, and conceptual problems specific to their chosen managerial subfields. The program also constitutes a threshold into higher academic or professional pursuits, such as earning a doctorate in business or law.

ADMISSIONS REQUIREMENTS (SUBMIT THE FOLLOWING)

***Applicants completing their final undergraduate semester will apply following the official conferral of their degree.**

- Official transcripts from **all** post-secondary institutions attended
 - A bachelor's degree or equivalent, from an accredited U.S. or foreign university
 - A minimum undergraduate grade point average of 3.0
- **OR**
- A minimum undergraduate grade point average of 2.8 with two years of supervisory/managerial experience in (Marketing)
- Two professional letters of recommendation
- Current professional resume
- Personal Statement (Essay): Discuss your career goals; in so doing answer the following:
 - a) Why are you interested in the Marketing specialization?
 - b) How will the MSB degree in your chosen specialization, Marketing, affect your career goal?
 - c) What distinguishes your chosen profession, Marketing, from other occupations?
 - d) What contributions do you believe you will make to your chosen profession after graduation?
- TOEFL Score: Applicants who were educated in a non-English environment must have a minimum total score of 500 or equivalent on the TOEFL and comply with other applicable requirements. Those who have earned their baccalaureate from a college or university in which the language of instruction was exclusively English are exempt from the TOEFL requirement.
- For concentrations in Human Resources Management, International Business, and **Marketing**: Applicants without an undergraduate business degree may be admitted contingent upon completing a one-day business review workshop held by the Lehman College School of Business the month before the semester starts.
- GRE/GMAT score is OPTIONAL

INTERNATIONAL STUDENTS

The online-only MSB program option is not available to students studying on an F1 Visa as they may take only one online course in a semester to maintain full-time student status. However, international students are eligible to participate in the online-format programs from their home countries.

DEGREE REQUIREMENTS

- The 30-credit curriculum includes 12 credits in a common professional core, 12 credits in marketing, and 6 credits in two capstone seminars.

Core Courses Requirements (12 credits) Credits

MSB 700	Organizational Behavior and Leadership	3
MSB 701	Quantitative Analysis for Managers	3
MSB 703	Computer-Based Information Systems for Managers	3
MSB 704	Business Foundation with Applications	3

Marketing Business Courses (12 credits) Credits

MSB 721	Marketing Analytics	3
MSB 722	International Marketing Management	3
MSB 723	Strategic Marketing Management	3
MSB 724	Social Media Marketing	3

Capstone Seminar (6 credits from the following) Credits

MSB 790	Graduate Research Project in Business	3
MSB 795	Seminar in Strategic Management	3
MSB 796	Seminar in Ethical Issues in Management	3

- Depending on course availability at the time of enrollment, full-time students can complete their degree requirements within one year by taking the eight core and specialization courses in two consecutive semesters, fall and spring, and two capstone seminars in the summer (one in each of the two summer sessions, but not both seminars in the same summer session).
- A minimum GPA of B (3.0) is necessary to maintain enrollment in the MS program in Business.

Questions about the program?

Prof. Shirley Bishop

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Questions about admissions?

The Office of Graduate Admissions

<https://www.lehman.edu/admissions/graduate-admissions/applying/>