

MARKETING ANALYTICS (ONLINE) (OMMA)

THIS PROGRAM IS NOT CURRENTLY ACCEPTING APPLICATIONS. PLEASE VISIT THE DEPARTMENT WEBSITE FOR A LISTING OF PROGRAMS CURRENTLY BEING OFFERED. THE DEPARTMENT WEBSITE IS [WWW.RHSMITH.UMD.EDU](http://www.rhsmith.umd.edu/) (<http://www.rhsmith.umd.edu/>)

ABSTRACT

The Robert H. Smith School of Business offers graduate programs leading to the degrees of Master of Business Administration (MBA), Executive MBA (EMBA), Online MBA, Master of Finance, Master of Science in Accounting, Master of Science in Information Systems, Master of Science in Marketing Analytics, Master of Science in Supply Chain Management, Master of Science in Business and Management, Master of Quantitative Finance, Master of Science in Business Analytics both in person and online, and Doctor of Philosophy (PhD). The school's MBA program is accredited nationally by the Association to Advance Collegiate Schools of Business (AACSB International). Only about 607 programs in the world are accredited by the AACSB, a reflection of the quality of the faculty, students, curriculum, and career management.

The Smith School of Business faculty has been recruited from the graduate programs of leading universities nationwide. They are world-renowned scholars whose teaching and research equips students with the wisdom of business scholarship rooted in the experiential lessons of the marketplace. In addition to mastering core functional business knowledge, Smith students develop sophisticated analytical skills and an "integrative" systems understanding of the way the functional aspects of organizations interact. Students learn how to leverage big data for better decision-making, and explore their career options in a tight-knit community that encourages intelligent risk-taking, not cutthroat competition. Class sizes are small and the faculty are supportive, challenging and invested in student success.

FINANCIAL ASSISTANCE

Financial aid is available to qualified students in the form of fellowships, graduate assistantships, and scholarships.

CONTACT

MBA/MS Admissions

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Courses: BMGT (<https://academiccatalog.umd.edu/graduate/courses/bmgt/>) BUAC (<https://academiccatalog.umd.edu/graduate/courses/buac/>) BUDT (<https://academiccatalog.umd.edu/graduate/courses/budt/>) BUFN (<https://academiccatalog.umd.edu/graduate/courses/bufn/>) BULM (<https://academiccatalog.umd.edu/graduate/courses/bulm/>) BUMK (<https://academiccatalog.umd.edu/graduate/courses/bumk/>) BUMO (<https://academiccatalog.umd.edu/graduate/courses/bumo/>)

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ADMISSIONS

Visit our website for program requirements at <http://www.rhsmith.umd.edu> (<http://www.rhsmith.umd.edu/>)