MARKETING ANALYTICS AND INSIGHTS

Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (http://gradschool.psu.edu/prospective-students/how-to-apply/). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (http://gradschool.psu.edu/graduate-education-policies/).

The following are required:

• Baccalaureate degree with a 3.0 minimum undergraduate GPA (or equivalent).
• Minimum of 2 years relevant work experience is recommended. Exceptional students that fall outside the guidelines will be considered.
• Submit a vita or résumé - A one-to two-page listing of your professional experience and education.
• Submit two references that attest to your readiness for graduate study. Letters must be submitted through the online application. Within the online application you will be asked to enter the names and email addresses of two individuals who will be providing your recommendations. Those individuals will receive a note via email asking them to complete a brief form that will serve as your recommendation. Please inform all recommenders they must submit the form for your application to be complete.
• Official transcripts from all post-secondary institutions attended (http://www.gradschool.psu.edu/prospective-students/how-to-apply/new-applicants/requirements-for-graduate-admission/).
• Submit a statement of purpose - a 600-word essay articulating career and education goals.
• Candidates may be asked to participate in a video interview as part of the admissions process.

GRE/GMAT scores are NOT required.

The language of instruction at Penn State is English. English proficiency test scores (TOEFL/IELTS) may be required for international applicants. See GCAC-305 Admission Requirements for International Students (http://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/) for more information.

Exceptions to GCAC-305 (https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/) will be considered by the program. Exceptions may or may not be granted by the Graduate School.