

MARKETING ANALYTICS AND INSIGHTS

Admission Requirements

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

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A completed online Graduate School Application for Admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>) is required, including:

- Minimum of two years relevant work experience is recommended. Exceptional students that fall outside the guidelines will be considered.
- Statement of purpose: a 2-3 page essay articulating career and educational goals.
- Résumé reflecting relevant experience.
- Official transcripts from all post-secondary institutions attended (<http://www.gradschool.psu.edu/prospective-students/how-to-apply/new-applicants/requirements-for-graduate-admission/>).
- Three professional references with complete contact information.
- Additional information may be requested by the program.

GMAT and/or GRE scores will not be required for admission. Accordingly, these scores will not be accepted.

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 (<https://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.