

BUSINESS ADMINISTRATION AND MARKETING ANALYTICS (BAMA)

Graduate Degree Program
R.H. Smith School of Business

ABSTRACT

Combine your MBA studies with graduate coursework in marketing analytics to create a unique set of skills and knowledge. It's just one more way the Smith MBA can help you distinguish yourself in a competitive marketplace. Generally, students take the MBA core courses and then complete the degree requirements for the MS in Marketing Analytics program.

CONTACT

MBA/MS Admissions

2303 Van Munching Hall
7699 Mowatt Lane
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College Park, MD 20742

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Email: MBAPrograms@umd.edu (mbaprograms@umd.edu)

Website: <http://www.rhsmith.umd.edu>

ADMISSIONS

GENERAL REQUIREMENTS

- Essay
- Transcript(s)
- TOEFL/IELTS/PTE (international graduate students (<https://gradschool.umd.edu/admissions/english-language-proficiency-requirements/>))

PROGRAM-SPECIFIC REQUIREMENTS

- Letter of Recommendation (1)
- Graduate Management Admissions Test (GMAT) or Graduate Record Examination (GRE)
- CV/Resume

APPLICATION DEADLINES

Type of Applicant	Fall Deadline
Domestic Applicants	
US Citizens and Permanent Residents	August 7, 2026
International Applicants	
F (student) or J (exchange visitor) visas, E, G, H, I and L visas and immigrants	March 13, 2026

RESOURCES AND LINKS:

Other Deadlines: [rhsmith.umd.edu/apply](https://www.rhsmith.umd.edu/apply/) (<https://www.rhsmith.umd.edu/apply/>)

Program Website: [rhsmith.umd.edu/programs](https://www.rhsmith.umd.edu/programs/) (<https://www.rhsmith.umd.edu/programs/>)

Application Process: gradschool.umd.edu/admissions/application-process/step-step-guide-applying (<https://gradschool.umd.edu/admissions/application-process/step-step-guide-applying/>)

REQUIREMENTS

- Business Administration and Marketing Analytics, Master of Business Administration and Master of Science (dual degree) (M.B.A. and M.S.) (<https://academiccatalog.umd.edu/graduate/programs/business-administration-marketing-analytics-bama/business-administration-marketing-analytics-dual-degree-mba-ms/>)

FACILITIES AND SPECIAL RESOURCES

The Office of Career Services (OCS) provides dedicated, professional support to help students launch their careers. The center links students directly to recruiters through a variety of services, including on- and off-campus recruitment and the online resume database, which matches a Smith MBA to the right industry position. The OCS also participates in regional and national career forums and job fairs, such as the National MBA Consortium, the National Black MBA Conference, the National Hispanic MBA Conference, the National Association of Women MBA's Conference, and the Career Services Council.

The Smith School is located in the Baltimore/Washington, D.C./Northern Virginia corridor. This region offers one of the highest concentrations of culture, diversity, and career opportunities in the country.