



Hult International Business School (San Francisco) Marketing

Study details

Course type: Master's degree

Degree: Master's in Marketing (MMKT)

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 58 500 USD

Reg. fee : 95 USD

Scholarship :

Insurance : N/A USD

Intake/s

Sep/Dec

Requirements

Entry requirements

- Bachelor's degree or equivalent
- Bachelor's degree in a business related field OR any bachelor's degree or equivalent + one year of relevant work experience (Marketing, Finance, Analytics tracks)
- Less than three years' work experience
- Proficiency in English (TOEFL/IELTS/PTE/DTE)
- Successful application process

Accommodation

Perks & facilities

- Floor-to-ceiling windows that let in the California sunshine
- 6 lecture theatres and immersive classrooms
- Open fourth-floor space for events and gatherings
- Short walk to downtown
- Secure bike parking available for students

Speciality

Tracks available in Analytics, Branding, Generative AI

Additional information

Learn international marketing by doing it

Stand out in a competitive global marketplace with Hult's one-year Master's in Marketing. Gain the international strategic skills, creative executional ability, and cutting-edge knowledge to thrive in a constantly shifting digital environment.

In one intensive year, you'll learn to develop a marketing strategy leveraging tools needed to market through digital channels, conduct market research with an eye toward new product development, and examine global market opportunities for expansion and growth.

Program building blocks

Gain the foundational business skills needed in any marketing career with a practical, challenge-based approach that enables intensive skills development and continuous practical application.

Whether you have a clear career target or want to try different paths, your electives give you flexibility to increase your knowledge across a range of business subjects.

Study a marketing specialization track to complement your core master's program and upskill for your future career.