

AI Marketing, M.S.

Degree Offered

- Master of Science

Nature of the Program

WVU's fully online, 30-hour Master of Science in Artificial Intelligence Marketing is designed for forward-thinking professionals ready to lead at the intersection of marketing and AI. This pioneering program addresses a critical gap in higher education by bridging graduate-level marketing education with the growing demand for AI expertise in the workforce. Our dynamic, future-focused curriculum empowers students to explore how AI can be strategically integrated across all functions of marketing—from consumer insights and campaign optimization to digital media automation and personalization.

This cutting-edge program is delivered fully online in an asynchronous format, allowing students to participate from anywhere in the world. Each course includes experiential learning components, ensuring practical, real-world application of AI-assisted marketing strategies. In addition, students will complete two immersive, project-based courses where they serve as consultants, using AI technology to solve real marketing challenges for actual companies. Graduates from this program are equipped with AI knowledge and skills that help them stand out in the job market and develop into next generations of marketing and business leaders.

Academic Standards

In addition to the University's academic and professional standards (<http://catalog.wvu.edu/graduate/enrollmentandregistration/>), students enrolled in a John Chambers College of Business and Economics master's degree program must also abide by the following standards:

- Students must have a minimum cumulative GPA of 3.0 to earn a degree from their graduate program, without exception.
 - A student who cannot mathematically meet the 3.0 GPA requirement to successfully complete the degree, within a reasonable period of time (as defined by the Program Coordinator or designee), will be dismissed from their academic program. Visit the Probation, Suspension, and Dismissal (<http://catalog.wvu.edu/graduate/enrollmentandregistration/#probationsuspensionanddismissal>) section of the University's Graduate Catalog for more information about this topic.
- Students must follow the professional standards established by their college, degree program and/or department. A student who violates the established professional standards may be placed on probation, suspended, or dismissed from their program.
- A student whose cumulative GPA falls below 2.75 will automatically be placed on academic probation.
 - A student will be dismissed from their program if their GPA is not raised to 2.75 by the end of their subsequent semester of enrollment.
- A student will be dismissed from their program if they earn a letter grade below C- in more than one required course.
- A student who earns a letter grade of D or F in any required course must repeat the course and earn a minimum letter grade of C-.
 - Any grade earned in a repeated course at the graduate level is included in the calculation of a student's overall and major GPA, along with the original grade earned in the course. Additionally, the original grade earned in the course will remain on the student's academic transcript/permanent record. Visit the Grades section of the University Graduate Catalog for more information about this topic.

Any exceptions to the above standards must be approved in writing by the Associate Dean for Graduate Programs and the Program Coordinator.

Admissions for 2026-2027

The Admissions Committee is made up of John Chambers College of Business and Economics faculty. The Committee reviews applications holistically and will admit students based on strength of their admissions application and potential to succeed in this program.

ADMISSIONS REQUIREMENTS:

- Academic Transcripts
- Resume detailing applicant's employment history, job responsibilities and professional accomplishments.
- International Applicants are required to submit a TOEFL, IELTS, or Duolingo score. Applicants must have a TOEFL-ibt score of 79. If you have taken the IELTS, the minimum score is a 6.5, and the minimum Duolingo score is a 105. English language exam scores should be sent to the Office of Admissions, West Virginia University, PO Box 6009, Morgantown WV 26506-6009.

WVU cannot accept scans, uploads, faxes, or unverified photocopies of transcripts as official.

Graduate degree-seeking applicants must send their official transcript from the undergraduate institution that granted the bachelor's degree. It is preferred that official transcripts be sent via an online, secure service such as [eScrip-Safe](https://escrip-safe.com/signup/) (<https://escrip-safe.com/signup/>), [National Student Clearinghouse](https://studentclearinghouse.org/) (<https://studentclearinghouse.org/>), or [Parchment](https://www.parchment.com/) (<https://www.parchment.com/>) to graduateadmissions@mail.wvu.edu. Alternatively, sealed, untampered, physical official transcripts can be sent to:

WVU Hub

P.O. Box 6004
Morgantown, WV 26506

International Applicants and Express Mail

International applicants and applicants using express mail, use the address below:

WVU Hub
62 Morrill Way - Suite 220
Morgantown, WV 26506

Major Code: 2131

Program Requirements

All graduate programs in the John Chambers College of Business and Economics require that enrolled students maintain a minimum cumulative GPA of 3.0 in coursework applied toward their degree program, as outlined in the specific academic program of study. Students must also have a minimum cumulative GPA of 3.0 to earn a graduate degree from their respective program.

Code	Title	Hours
MKTG 415	Customer Relationship Marketing	3
MKTG 435	Artificial Intelligence and Its Application in Marketing	3
MKTG 475	Social Media and Marketing	3
MKTG 510	AI and Marketing Research	3
MKTG 515	AI and Consumer Behavior	3
MKTG 520	AI in Sales	3
MKTG 525	AI Marketing Project 1	3
MKTG 530	Digitally Mediated UX	3
MKTG 540	AI Ethics	3
MKTG 545	AI Marketing Project 2	3
Total Hours		30

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours	Summer	Hours
MKTG 415		3 MKTG 520		3 MKTG 540	3
MKTG 435		3 MKTG 475		3 MKTG 545	3
MKTG 510		3 MKTG 525		3	
MKTG 515		3 MKTG 530		3	
		12		12	6

Total credit hours: 30

Program Learning Outcomes

AI MARKETING

1. Students can demonstrate AI application sin core marketing functions such as social media, professional selling, communications, and promotions. (MKTG 525, MKTG 520, MKTG 530, and MKTG 545)
2. Students will be able to adopt AI technology to conduct, analyze, and interpret marketing research. (MKTG 510)
3. Students will be able to use AI technology to describe the major types of consumer buying behavior, understand the stages in the buyer decision process and how the firms' marketing strategy and marketing mix must evolve and adapt to match consumer behavior. (MKTG 515)
4. Students will be able to apply AI technology in customer relationship management. (MKTG 415 and MKTG 535)
5. Students will be able to demonstrate the ability to use AI technology to develop marketing strategies based on product, price, place and promotion objectives. (MKTG 435, MKTG 530, and MKTG 545)
6. Students will be able to evaluate and assess the legal, ethical, and social responsibility ramifications of AI-assisted marketing strategies. (MKTG 540)