



# MARKETING

## MASTER OF SCIENCE IN MARKETING

The MS Marketing program provides students with the breadth and depth of knowledge and skills needed for a career in one of the business world's fastest-growing fields. To the extent that marketing is both an art and a science, the program is a good career investment for students with a variety of backgrounds and experiences. It provides students experience in using theoretical concepts to solve marketing problems through consulting projects, case studies, and marketing simulations. The MS Marketing program is a good fit for students who seek to develop technical expertise in a data-driven field as well as those from strong technical backgrounds who have career interests in marketing.

DEGREE EARNED	LENGTH	FORMAT	AVERAGE AGE	FEES
Master of Science	18-month or 10-month program beginning in July	Full-Time, 33 credit hours 3 semesters, 5 modules or 4 semesters, 7 modules modules	23-27  Avg work experience 2-5 years	<a href="#">View Current Rates</a>

## PROGRAM HIGHLIGHTS

- The MS Marketing program is STEM-designated. Successful graduates of the program may be eligible for STEM OPT extension.
- Regional corporate networking opportunities financially supported in part by the program.
- Digital Marketing Lab that provides experiences in managing day-to-day operations in digital and social media platforms, identifying trends in digital marketing, and implementing digital and social media strategies to enhance an organization's online presence.
- Elective courses provide a deep dive into a focused topic, allowing students to pursue a curriculum tailored to their career aspirations. Immersion courses and consulting projects allow a small group of students to work closely with faculty and industry leaders to solve a current marketing problem.
- Connected with various marketing and communications departments across the University and regionally to assist in internship placement.
- Professional Development Paid Opportunities: AWS Certification, Tableau Data Visualization Certification, SAS Certification, conference registration, and more.

## MASTER'S PROGRAMS

# MARKETING

## CURRICULUM

33 total required credits

### Core Courses

- Marketing Management
- Analytics for Marketing Managers
- Business Analytics
- Digital Marketing Strategy
- Marketing Research
- Marketing Consulting Project
- Persuasive Communication
- Pricing Strategy and Analytics

### Marketing Approved Analytical Elective

- Analytics for Social Media Marketing
- Data Driven Marketing
- Customer Relationship Management
- Digital marketing Lab

### Marketing Approved Marketing Knowledge Elective

- Business Marketing
- Brand Management
- New Product Development
- Consumer Behavior and Marketing

### Popular General Business Electives

- Predictive Analytics
- Designing Social Network and Engagements
- Project Management
- Financial Management
- Python Programming
- Developing a Global Business Strategy
- Advanced Business Analytics
- Data Mining
- Cloud Marketing
- Machine Learning for Marketing

## PLACEMENT PROFILE

MS Marketing

## SALARY

Average Base \$72,500

## EMPLOYERS

Accenture  
Amazon  
Apple  
Aramark  
China Airlines  
Demisto  
DrivenBi  
Elanco  
Emerson  
Evonik  
GEICO  
Genesys  
Napa Balkamp  
Nielsen  
Oracle  
Orthoworx  
Regal Beloit  
SDI Innovations  
Textron  
Toyota Material Handling  
And many more...

Information compiled from recent cohorts.

# #3

## MARKETING IN NORTH AMERICA

Best-Masters.com

# #6

## MARKETING IN NORTH AMERICA

QS World University Rankings



I take the most pride in belonging to the fraternity of Krannert Alumni! Almost every top-tier company seems to have Purdue alumni on board. This provides us with a great opportunity to make several connections in the industry, helping us build our way to a successful career.

TATVAMANJARI GAMBHEER  
MS MARKETING '19