

MS 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, marketing is both an art and a science, the program is a good career investment for students with a variety of backgrounds and experiences looking to develop technical expertise. 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 Master of Science	LENGTH: 10-month or 18-month program beginning in July <i>*Start date subject to change</i>	FORMAT: Full-Time, 33 credit hours 3 semesters, 5 modules or 4 semesters, 7 modules	TYPICAL AGE: 23-27	PROGRAM FEES: In-State: \$22,600 Out-of-State: \$31,350 International: \$45,111 <i>*All fees subject to change</i>
			AVG. WORK EXPERIENCE: 2-5 years	

Program Highlights

- The MS Marketing program is STEM designated. Successful graduates of the program may be eligible for STEM OPT extension.
- 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.
- Various elective courses, consulting projects, and small group immersion courses provide students many opportunities to tailor the program to their career plans.
- Elective courses provide in-depth knowledge around a focused topic, which allows students to pursue courses focused on their career aspirations. Immersion courses allow a small group of students to work closely with Krannert faculty to solve a current marketing problem.
- Industry workshops and company outreach in major cities to engage with business professionals and experience new marketing topics in the industry.

**MORE
INFORMATION**

krannert.purdue.edu/masters/ms-marketing

PURDUE UNIVERSITY: KRANNERT SCHOOL OF MANAGEMENT

MS 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...

Curriculum

33 total required credits

Summer Semester

- Marketing Management
- Analytics for Marketing Managers
- Business Analytics

Fall Semester

Module 1

- Digital Marketing Strategy
- Marketing Research
- Business Marketing (MKTG Knowledge elective)**
- Brand Management (MKTG Knowledge elective)**

Module 2

- Analytics for Social Media Marketing (Analytical elective)*
- New Product Development (MKTG Knowledge elective)**
- Data Driven Marketing (Analytical elective)*
- Free elective

Spring Semester

Module 3

- Marketing Consulting Project
- Persuasive Communication
- Pricing Strategy and Analytics
- Customer Relationship Management (Analytical elective)*
- Consumer Behavior and Marketing (MKTG Knowledge elective)**
- Digital Marketing Lab (Analytical elective)*

Module 4

- Marketing Consulting Project (Cont.)
- Persuasive Communication (Cont.)
- Digital Marketing Lab (Cont.)

Marketing Approved Analytical Elective(*)

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

Marketing Approved Marketing (MKTG) 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
- Change Management
- Developing a Global Business Strategy
- Advance Business Analytics
- Competitive Strategy
- Data Mining

18 month curriculum information is available at krannert.purdue.edu/masters/ms-marketing/academics

RANKINGS

#3 Marketing in North America

Best-Masters.com

#5 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, '19 MS Marketing