



# 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 with liberal arts backgrounds 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.

<p><b>DEGREE EARNED</b> Master of Science</p>	<p><b>LENGTH:</b> 11-month program beginning in July</p>	<p><b>FORMAT:</b> Full-Time 3 semesters, 5 modules 33 credit hours</p>	<p><b>TYPICAL AGE:</b> 24–27</p>	<p><b>PROGRAM FEES:</b> In-State: \$23,170 Out of-State: \$42,174 <i>*All fees subject to change</i></p>
	<p><b>AVG. WORK EXPERIENCE:</b> 3–5 years</p>			

**Program Highlights:**

- The MS Marketing program is STEM certified. Graduates are eligible for STEM OPT extension.
- Each student is matched with a Corporate Mentor from Purdue's Marketing Advisory Board allowing students to connect with industry professionals for career and professional advice throughout the program.
- 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.
- Students have the opportunity to earn SAS certification in Marketing Analytics.



@PurdueMBA



Krannert School of Management Master's Programs



Purdue University—Krannert School of Management

## CONTACT

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Krannert School of Management

**Krannert.Purdue.edu/masters**

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## PLACEMENT DATA

Master of Science  
Marketing

## SALARY:

Average Base + Bonus:  
\$69,500

## EMPLOYERS:

- Aramark
- Demisto
- DrivenBi
- Emerson
- Evonik
- GEICO
- Genesys
- Napa Balkamp
- Nielsen
- Orthoworx
- Regal Beloit
- SDI Innovations
- Textron
- Toyota Material Handling
- TravelCLICK
- And more...

## Curriculum 33 total required credits

### Summer Semester

Communication and Persuasion  
 Marketing Analysis and Planning  
 Marketing Management  
 Business Analytics

### Fall Semester, Module 1

*Choose at least two of the following three courses*

Brand Management  
 Digital and Social Media Marketing  
 Marketing Research  
 Free or Immersion Elective

### Fall Semester, Module 2

*Choose at least two of the following three courses*

New Product Development  
 Marketing Analytics  
 Consumer Behavior and Marketing  
 Free or Immersion Elective

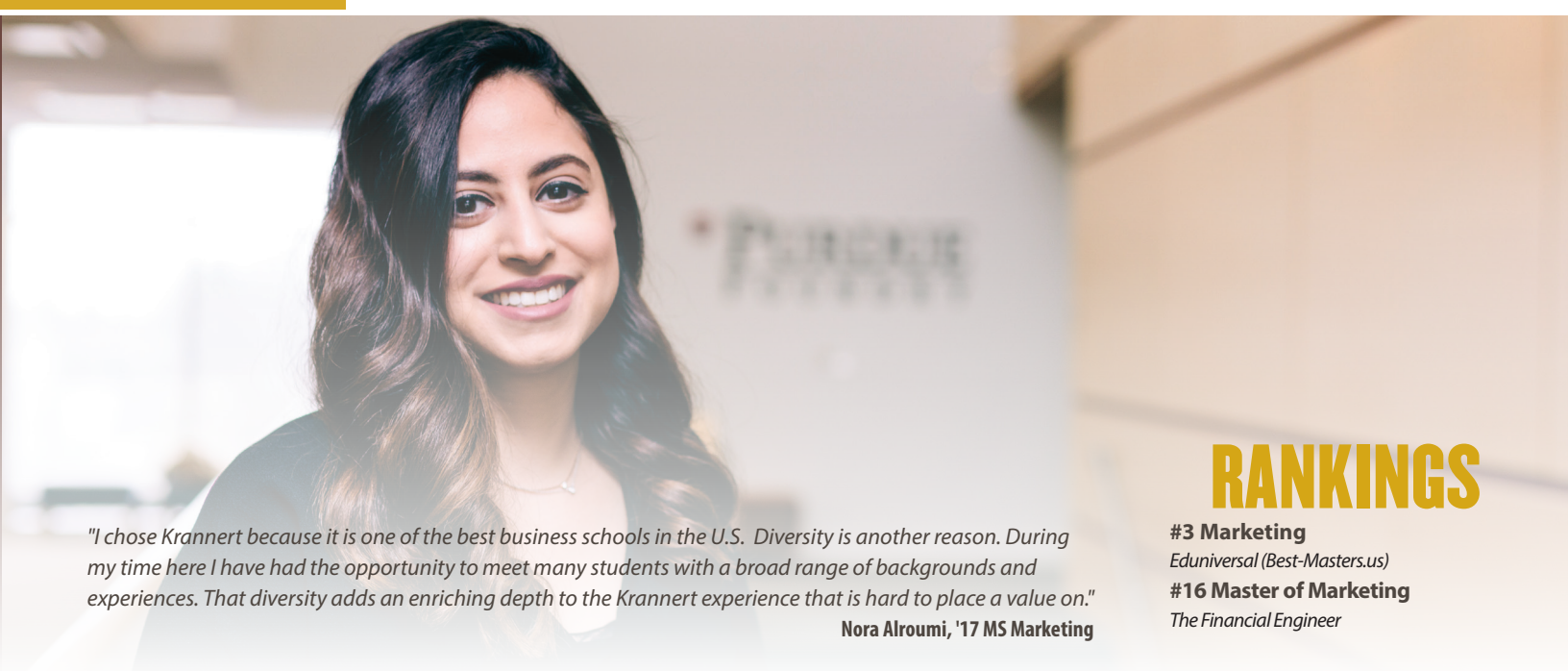
### Spring Semester, Module 3

Marketing Consulting Project\*  
 Pricing Strategy and Analysis  
 Data-Driven Marketing  
 Customer Relationship Management  
 Digital Marketing Applications  
 Free or Immersion Elective

### Spring Semester, Module 4

Marketing Consulting Project\*  
 Digital and Social Media Marketing  
 Marketing Analytics  
 Business Marketing  
 Digital Marketing Applications (contd.)

*\*Marketing Consulting Project spans both Module 3 and 4.*



"I chose Krannert because it is one of the best business schools in the U.S. Diversity is another reason. During my time here I have had the opportunity to meet many students with a broad range of backgrounds and experiences. That diversity adds an enriching depth to the Krannert experience that is hard to place a value on."

Nora Alroumi, '17 MS Marketing

## RANKINGS

#3 Marketing

Eduniversal (Best-Masters.us)

#16 Master of Marketing

The Financial Engineer