

MARKETING

MASTER OF SCIENCE IN MARKETING

The STEM-designated MS Marketing (MSM) program provides the breadth and depth of knowledge and skills needed to succeed in a field that is both an art and a science. This program caters to both individuals looking to cultivate technical proficiency in the data-driven and technology-driven marketing field and those with solid technical backgrounds who aspire to pursue careers in marketing. In this program, you will develop your technical expertise and take elective courses that dive into focused topics, allowing you to tailor the curriculum to careers in marketing analytics, digital marketing, social media marketing, pricing strategies, and product development. You'll apply classroom learning to case studies, market simulations and consulting projects. Additionally, you may elect to work closely with faculty and industry leaders in immersion courses or competitive consulting projects to provide real-world solutions to corporate problems. You will also be able to enhance your resume with networking events, the Digital Marketing Lab and Daniels School of Business marketing and communication paid internships, and professional development paid opportunities including AWS Certification, Salesforce Certification, Tableau Data Visualization Certification, and more.

DEGREE EARNED	LENGTH	FORMAT	FEES
Master of Science	18-months or 10-months beginning in July	Full-time, In-residence 33 Credit hours	View Current Rates

PROGRAM HIGHLIGHTS

#6

MS MARKETING,
NORTH AMERICA
QS

\$100,583

AVERAGE STARTING SALARY
Class of 2023

- First MS Marketing program to integrate cloud computing, data visualization, and machine learning into marketing curriculum, and to include analytics within social media marketing courses.
- Successful graduates of the program may be eligible for STEM OPT extension.
- Experiential learning opportunities like case competitions, consulting projects, and paid internships with the Digital Marketing Lab and Daniels School of Business marketing and communications department.
- Corporate networking opportunities financially supported in part by the program.
- Paid professional development opportunities include AWS Certification, Tableau Data Visualization Certification, Salesforce Certification.
- Described by students and alums as an intimate, tight-knit community within the larger Daniels School of Business network.

MORE INFORMATION

Graduate Programs Office | 765.494.0773 | businessgrad@purdue.edu
business.purdue.edu/masters/ms-marketing



MASTER'S PROGRAMS

MARKETING

CURRICULUM

33 total required credits

Core Courses

- Analytics for Marketing Managers
- Marketing Management
- Persuasive Communication
- Digital Marketing Strategy
- Marketing Research
- Marketing Analytics
- Marketing Consulting Projects
- Marketing Management
- Pricing Strategy and Analysis

Marketing Approved Analytical Electives

- Analytics for Social Media Marketing
- Customer Analytics
- Data Driven Marketing

Please note: Course offerings are subject to change.
For a complete list, please refer to catalog.purdue.edu

- Digital Marketing Applications

Marketing Approved Marketing Knowledge Electives

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

Popular General Business Electives

Any business course (MGMT, OBHR, ECON) 500 level and above

- Accounting for Managers
- Big Data
- Data Mining
- Financial Management
- Financial Modeling
- Investments
- Negotiations in Organizations
- Portfolio Management
- Strategic Management
- Web Data Analysis

For more information and a sample plan of study visit purdue.university/MSM-plan-of-study

PLACEMENT PROFILE

Class of 2022

EMPLOYMENT

84% Employment Rate

AVERAGE SALARY

\$100,583

TOP EMPLOYERS

3M
ADP
Credit Karma
IBM
Intuit
Performance Marketing Associates
Purdue University
Rolls Royce
Symphony Talent
Tranquility Laser Center

TOP POSITIONS

Growth Associate
Marketing Analyst
Marketing Associate
Marketing Manager
Marketing Researcher
Product Manager
User Experience Researcher



As board members of the Daniels Graduate Marketing Association, we connected MSM alums with current students to share their career journeys and interview tips. I think this is something that gives a well-rounded perspective outside of academics.

AYUSHI SHETH, MSM '22
PRODUCT MANAGER, FEDEX SERVICES