



**PURDUE
UNIVERSITY**

Krannert School of Management

MASTER'S PROGRAMS

MARKETING

CLASS PROFILE

AVERAGE EXPERIENCE
2-5 YEARS

INCOMING STUDENT EMPLOYERS

Bank of China	Woolworths
Deloitte	Tianjin ByteDance
Aquatic Control, Inc.	Technology Co., Ltd.
Samsung	Audi
Michelin	Panera Bread
Turian Labs	St.Jude Children's Research
Med-Mizer, Inc.	Hospital
KPMG	ChuanDigital Co., Ltd.
Nanjing ZhongChuang Press	Kohler Co.
Co., Ltd.	Purdue University
University of Missouri	
University of Colorado	
Vision One	
Indianapolis Colts	

UNDERGRADUATE INSTITUTIONS

Purdue University	University of Mumbai
Loyola University	University of Agricultural
University Of Colorado	Sciences, Bangalore
Liberty University	Chinese Culture Univ-Taiwan
University of Rhode Island	City University Of Hong Kong
University of Georgia	University of Delhi
University of North Florida	Sogang University
High Point University	University of Pune
College Of Charleston	Symbiosis School for Liberal
Concordia University	Arts
Florida International University	NMIMS University-India
Manchester University	Narsee Monjee Institute of
Texas Christian University	Management
Marymount Manhattan College	Beijing International Studies
Univ of Texas/Austin	University
Universidad Publica de	National Chengchi University
Navarra	Chinese Univeristy of Hong
Universidad Nacional de	Kong
Ingeniería	

GLOBAL CLASS PROFILE

DOMESTIC

Indiana
Minnesota
California
Pennsylvania
Texas
New Jersey

INTERNATIONAL

India
United States of America
Taiwan
China
Canary Islands
Peru

Pakistan
South Korea
Australia

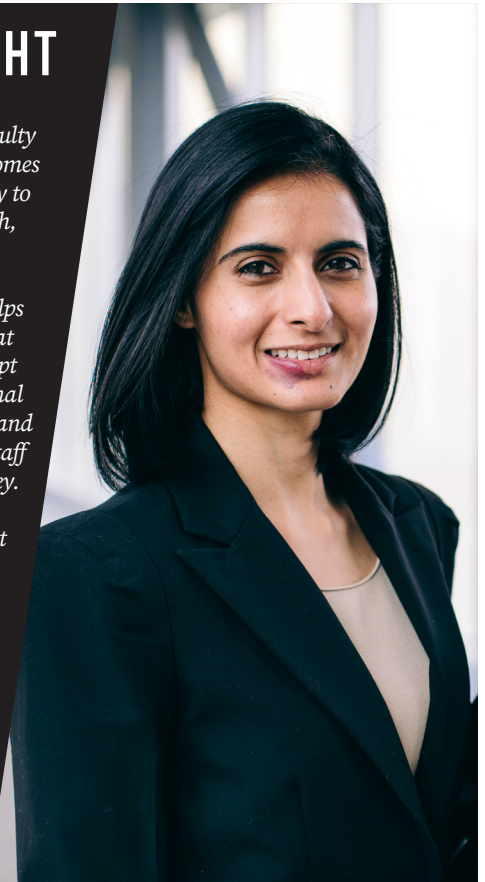
UNDERGRADUATE MAJORS

- Marketing
- Information Management
- Languages
- Communications
- Computer Science
- Fashion
- Agribusiness
- Accounting
- International Studies
- Finance
- Statistics
- Political Science
- English
- Graphic Design
- Liberal Arts
- Mathematics
- Multimedia Studies
- Hospitality & Tourism Management
- Business Administration Management
- Advertising
- Kinesiology
- Engineering
- Psychology
- Sociology

ALUMNI SPOTLIGHT

“When I think of the Krannert faculty and staff, a strong community comes to mind. They go out of their way to help students. From start to finish, I remember every interaction as fruitful and positive. Culturally sensitive, the Krannert family helps international students by going at their pace and helping them adapt to the educational and professional system. I have experienced firsthand the many ways the faculty and staff help students during their journey. Of course, I had to work hard for it, but the Krannert team made it possible for me to achieve what I desired.”

MISHA PREET KAUR
MS MARKETING '18
Operations Initiative
Strategy Manager
Ulta Beauty
Saint Paul, MN



Information compiled from recent cohorts.

SUCCESSFUL

STUDENT ATTRIBUTES

TRUE GRIT

Krannert students unlock their full potential during their academic journey. Challenges reveal the mettle of a Boilermaker. Our students are tenacious and can be relied upon to see a job through, all while balancing their studies, work, and family life.

PIONEERING SPIRIT

At the heart of Purdue University is a passion for discovery, fueled by an entrepreneurial spirit. Krannert students blaze their own paths, never settling for the status quo.

INITIATIVE

We look ahead and forever move forward. Krannert master's students apply classroom learning and newly developed skills to their professional development plan and their workplace, creating value for themselves and their companies long before graduation.

THE "IT" FACTOR

Moxie? Check. Magnetism? Check. Charisma that demands attention? Check.

ENRICHING CONTRIBUTOR

Krannert students enrich the school and their cohort, elevating the learning experience for all. Here, diversity transcends ethnicity or gender into realms of thought, industry, and academic background.

EMOTIONAL INTELLIGENCE

Great leaders communicate effectively and with great empathy. Krannert students are great leaders in training who learn to manage themselves and their relationships with self and social awareness, upping their Emotional Intelligence Quotient (EIQ).

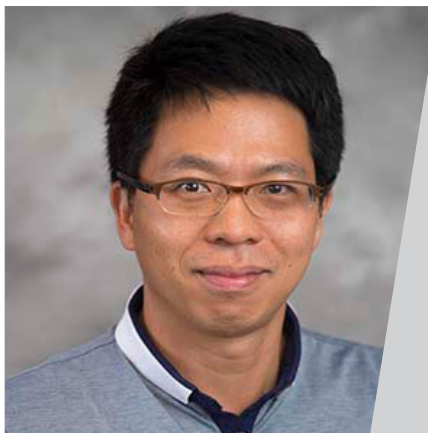
PROBLEM-SOLVING SKILLS:

At Krannert we roll up our sleeves and dig deep into a problem. Success requires us to approach questions from a variety of angles, combining a solid academic foundation with a flair for the creative. And we are successful.

ALUMNI SPOTLIGHT

"I took my giant leap coming all the way from India to a place I'd never been to in my life with all the uncertainties about people, the culture, and the whole transition. But it all disappeared right on my very first day. I felt the warm welcome from my peers, staff, and faculty. I found my family away from home at Krannert."

RHYTHM KEDIA
MS MARKETING '19
Marketing Manager
Prime GTM Amazon
Seattle, WA



FACULTY HIGHLIGHT

JINSUH LEE

Clinical Assistant Professor of Management, Marketing

PhD, Marketing, Purdue University
MS, Statistics, UC Santa Barbara
BS, Computer Science, Purdue University
BS, Statistics, Purdue University

"Purdue's MS Marketing program is designed for developing industry practitioners. We appreciate that marketing is both an art and a science, requiring creativity, innovative thinking, and the ability to harness the power of data. Strong contributors who enjoy working in dynamic, diverse teams will find this program stimulating and rewarding."