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**
Master of Science

**LENGTH**
18-month or 10-month program beginning in July

**FORMAT**
Full-Time, 33 credit hours
3 semesters, 5 modules or 4 semesters, 7 modules

**AVERAGE AGE**
23-27 Avg work experience 2-5 years

**FEES**
View Current Rates

**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.
**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 Marketing Knowledge Elective**
  - Business Marketing
  - Brand Management
  - New Product Development
  - Consumer Behavior and Marketing

- **Marketing Approved Analytical Elective**
  - Analytics for Social Media Marketing
  - Data Driven Marketing
  - Customer Relationship Management
  - Digital marketing Lab

- **Marketing Approved Analytical Elective**
  - 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

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

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Information compiled from recent cohorts.

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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

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**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...

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**MARKETING IN NORTH AMERICA**

Best-Masters.com

**MARKETING IN NORTH AMERICA**

QS World University Rankings

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July 2022