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.

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<thead>
<tr>
<th>DEGREE EARNED</th>
<th>LENGTH: 10-month program beginning in July</th>
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<tbody>
<tr>
<td>Master of Science</td>
<td>FORMAT: Full-Time 3 semesters, 5 modules 33 credit hours</td>
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<td>TYPICAL AGE:</td>
<td>AVG. WORK EXPERIENCE: 21-27 2-5 years</td>
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<td>*All fees subject to change</td>
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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.

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Purdue University—Krannert School of Management  
Krannert.Purdue.edu/masters  

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Purdue University.  
Krannert School of Management
MS MARKETING

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
- Core Courses:
  Marketing Analysis and Planning
  Marketing Management
  Business Analytics

Fall Semester
- Core Courses:
  Digital Marketing
  Market Research
  Marketing Analytics
- Immersion Course:
  Analytics for Social Media Marketing
- In Major Electives:
  Brand Management
  New Product Development
  Business Marketing

Spring Semester
- Core Courses:
  Marketing Consulting Project
  Persuasive Communication
- In Major Electives:
  Data-Driven Marketing
  Customer Relationship Management
  Pricing Strategy and Analysis
  Must choose additional free electives (8 credits)

PURDUE UNIVERSITY: KRANNERT SCHOOL OF MANAGEMENT

RANKINGS
#3 MS Marketing (North America)
Eduniversal (Best-Masters.us)
#16 Master of Marketing
The Financial Engineer

“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