

MASTER OF SCIENCE IN MARKETING

The STEM-designated MS Marketing (MSM) program caters to individuals who are early adopters, intellectually curious, forward-thinkers and aspire to lead in the digital economy as marketing directors and C-Suite track professionals.

Our future-focused curriculum is designed to blend creative agility, storytelling, and integrated marketing tactics with emerging technologies and critical thinking principles to develop marketers who can lead through, adapt to and challenge digital disruption in the marketing industry.

Through transformational experiences like the Digital Marketing Lab, faculty-led consulting projects, market simulations, internships with the Daniels School marketing and communication team and competitive case competitions MSM graduates become articulate with data, ethical about technology application, fluent in customer experience and creators of value.



DEGREE EARNED
Master of Science



LENGTH
10, 18 or 22 months*
33 credit hours
Summer, Fall or Spring start



FORMAT
In Residence



FEES
[View Current Rates](#)

PROGRAM HIGHLIGHTS

- Study a STEM-designated curriculum to earn STEM OPT extension
- Explore critical marketing topics such as brand management, consumer behavior, healthcare marketing, and product development.
- Curriculum infused with hands-on application of artificial intelligence (AI), cloud computing, data visualization, machine learning and analytical problem solving
- Flexible curriculum that includes the most marketing electives offered by any MS Marketing program in the country
- 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, career exploration opportunities and professional certifications financially supported in part by the program

**with approved co-op internship extension*

MORE INFORMATION

businessgrad@purdue.edu

[Learn More](#)



CLASS PROFILE

Undergraduate Majors

- Agriculture
- Business Management
- Communications
- Computer Science
- Data Science
- Digital Marketing
- Economics
- Electrical Engineering
- English
- Finance
- International Business
- Marketing
- Political Science
- Psychology
- Public Relations & Strategic Communications
- UX Design

**Not a complete list*

Top Employers

- 3M
- Abbott
- ADP
- Amazon
- Credit Karma
- Dish
- IBM
- Intuit
- InMobi
- Rolls Royce

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MS MARKETING,
UNITED STATES

QS, 2026

July 2026

Master's Programs

Marketing

CURRICULUM

33 total required credits

Core Courses

- Analytics and Marketing for Managers
- Marketing Management
- Business Analytics
- Digital Marketing Strategy
- Marketing Research
- Marketing Analytics
- Marketing Consulting projects
- Pricing Strategy and Analysis

Marketing Electives

- Analytics for Social Media Marketing
- Artificial Intelligence: Strategy and Marketing
- Brand Management
- Business Marketing
- Consumer Behavior and Marketing
- Customer Analytics
- Data and AI-Driven Marketing
- Digital Marketing Applications
- Healthcare Analytics and AI
- Healthcare Marketing
- Marketing for Social Impact
- New Product Development

General Business Electives

Students may take up to 8 business electives from Business Technology, Economics, Finance, Global Supply Chain, Information Systems, or Management, 500-level and above. Examples include:

- Behavioral Economics
- Change Management
- Data Mining
- Digital Product Design
- Entrepreneurship
- Leadership
- Persuasive Communications
- Technology Strategy

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

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



The MS Marketing program has a small, close-knit cohort, which helps students get to know each other and allows access to richer resources."

YUJIE WANG

MSM '26

