

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. Students may complete the program in 10 or 18 months. 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, 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 regional corporate networking events, the Digital Marketing Lab, internal marketing and communication internships, and professional development paid opportunities including AWS Certification, Tableau Data Visualization Certification, SAS Certification, conference registration, 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,
2022

- Successful graduates of the program may be eligible for STEM OPT extension.
- Experiential learning opportunities like case competitions, consulting projects, and a Digital Marketing Lab, providing 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.
- Connections with marketing and communications departments across the university and regionally to assist in internship placement.
- Regional corporate networking opportunities financially supported in part by the program.
- Professional Development Paid Opportunities: AWS Certification, Tableau Data Visualization Certification, SAS Certification, conference registration, and more.

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
- Pricing Strategy and Analysis

Marketing Approved Analytical Electives

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

Please note: All course scheduling is subject to change.

For a complete list, please refer to catalog.purdue.edu

Marketing Approved Marketing Knowledge Electives

- Brand Management
- Business Marketing
- Consumer Behavior and Marketing
- Digital Marketing Strategy
- 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
- Marketing Management
- Negotiations in Organizations
- Pricing Strategy and Analysis
- 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



One of the unique aspects of the Daniels School is its emphasis on experiential learning. The school offers a variety of opportunities for students to gain real-world experience through internships, consulting projects, and other hands-on learning activities. This type of practical experience can be invaluable in helping students apply what they learn in the classroom to real-world situations.

ADITI SHARMA, MSM '23