

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 start
(with approved co-op internship extension)



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
- 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 and career exploration opportunities financially supported in part by the program
- Professional certification opportunities like AWS Certification, Tableau Data Visualization Certification and Salesforce Certification financially supported in part by the program

MORE INFORMATION

businessgrad@purdue.edu

business.purdue.edu/masters/programs/ms-marketing/home.php



CLASS PROFILE

Undergraduate Majors

- Accounting and finance
- Banking and finance
- Biological science and technology
- Business administration
- Communication and technology
- Computer science
- Economics
- Electrical and electronics engineering
- Electronics and telecommunications engineering
- Finance
- Financial accounting and auditing
- General communications
- Information technology
- Management studies
- Marketing
- Mass communications and journalism
- Mechanical engineering
- Media studies
- Pharmaceutical sciences
- Sports economics and management

**Not a complete list*

Top Employers

- ADP
- Credit Karma
- IBM
- Intuit
- Performance Marketing Associates
- Purdue University
- Rolls Royce
- Symphony Talent
- Tranquility Laser Center

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MS MARKETING,
NORTH AMERICA

Best-Masters.com

Master's Programs

Marketing

CURRICULUM

33 total required credits

Core Courses

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

Marketing Analytical Electives

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

Marketing Knowledge Electives

- Brand Management
- Business Marketing
- Consumer Behavior and Marketing
- Healthcare Marketing
- New Product Development

General Business Electives Any business course (MGMT, OBHR, ECON) 500 level and above

- Business Analytics
- Accounting for Managers
- Financial Management
- Intro to Operations
- Project Management
- Developing Global Business Strategy
- Strategic Management I

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



“

As board members of the Daniels Graduate Marketing Association, we connected MSM alums with current students to share their career journeys and interview tips. I think this is something that gives a well-rounded perspective outside of academics.”

AYUSHI SHETH

MSM '22

Product Manager, Fedex Services

October 2025