



MS MARKETING



Master of Science in Marketing

The MS (Marketing) degree 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 fit for students with a variety of backgrounds and experiences. It provides students experience in using theoretical concepts to solve marketing problems through active learning projects, case studies and hands on exercises and marketing simulations. Finally each student is matched with a corporate mentor from Purdue's Marketing Advisory Board. Mentors provide career and professional advice throughout the program.

<p>DEGREE EARNED Master of Science</p>	<p>LENGTH: 11-month program beginning in July</p>	<p>FORMAT: Full-Time 3 semesters, 5 modules 33 credit hours</p>	<p>TYPICAL AGE: 24-27</p>	<p>PROGRAM FEES: In-State: \$22,605 Out of-State: \$36,135 <i>*All fees subject to change</i></p>
	<p>AVG. WORK EXPERIENCE: 3-5 years</p>			

Program Highlights:

- Each student is matched with a Corporate Mentor from Purdue's Marketing Advisory Board. These marketing professionals provide career and professional advice throughout the program.
- 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 an in-depth knowledge around a focused topic. Immersion courses allow a small group of students to work closely with a Krannert faculty member and an industry expert to solve a current marketing problem.

@PurdueMBA
 Krannert School of Management Master's Programs
 Purdue University—Krannert School of Management

CONTACT

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Curriculum 33 total required credits

Summer Semester

Communication and Persuasion
Marketing Analysis and Planning
Marketing Management
Business Analytics

Fall Semester, Module 1

Choose at least two of the following three courses

Brand Management
Digital and Social Media Marketing
Marketing Research
Free or Immersion Elective

Fall Semester, Module 2

Choose at least two of the following three courses

New Product Development
Marketing Analytics
Consumer Behavior and Marketing
Free or Immersion Elective

Spring Semester, Module 3

Marketing Consulting Project*
Pricing Strategy and Analysis
Data-Driven Marketing
Customer Relationship Management
Digital Marketing Applications
Free or Immersion Elective

Spring Semester, Module 4

Marketing Consulting Project*
Digital and Social Media Marketing
Marketing Analytics
Business Marketing
Digital Marketing Applications (contd.)

**Marketing Consulting Project spans both Module 3 and 4.*



"I chose Krannert because it is one of the best business schools in the U.S. Diversity is another reason. During my time here I have had the opportunity to meet many students with a broad range of backgrounds and experiences. That diversity adds an enriching depth to the Krannert experience that is hard to place a value on."

Nora Alroumi, '17 MS Marketing

RANKINGS

#3 Marketing

Eduniversal (Best-Masters.us)

#16 Master of Marketing

The Financial Engineer