AVERAGE EXPERIENCE
2-5 YEARS

INCOMING STUDENT EMPLOYERS

Bank of China
Deloitte
Aquatic Control, Inc.
Samsung
Michelin
Turian Labs
Med-Mizer, Inc.
KPMG
Nanjing ZhongChuang Press Co., Ltd.
University of Missouri
University of Colorado
Vision One
Indianapolis Colts

Woolworths
Tianjin ByteDance Technology Co., Ltd.
Audi
Panera Bread
St. Jude Children's Research Hospital
ChuanDigital Co., Ltd.
Kohler Co.
Purdue University

KRAFFTERT SCHOOL OF MANAGEMENT

MARKETING
CLASS PROFILE

GLOBAL CLASS PROFILE

DOMESTIC
Indiana
Minnesota
California
Pennsylvania
Texas
New Jersey

INTERNATIONAL
India
United States of America
Taiwan
China
Canary Islands
Peru

UNDERGRADUATE MAJORS

• Marketing
• Communications
• Agribusiness
• Finance
• English
• Mathematics
• Business Administration
• Engineering
• Information Management
• Computer Science
• Accounting
• Statistics
• Graphic Design
• Multimedia Studies
• Advertising
• Psychology

• Languages
• Fashion
• International Studies
• Political Science
• Liberal Arts
• Hospitality & Tourism Management
• Kinesiology
• Sociology

UNDERGRADUATE INSTITUTIONS

Purdue University
Loyola University
University Of Colorado
Liberty University
University of Rhode Island
University of Georgia
University of North Florida
High Point University
College Of Charleston
Concordia University
Florida International University
Manchester University
Texas Christian University
Marymount Manhattan College
Univ of Texas/Austin
Universidad Publica de Navarra
Universidad Nacional de Ingenieria
University of Mumbai
University of Agricultural Sciences, Bangalore
Chinese Culture Univ-Taiwan
City University Of Hong Kong
University of Delhi
Sogang University
University of Pune
Symbiosis School for Liberal Arts
NMIMS University-India
Narsee Monjee Institute of Management
Beijing International Studies University
National Chengchi University
Chinese University of Hong Kong

ALUMNI SPOTLIGHT

When I think of the Krannert faculty and staff, a strong community comes to mind. They go out of their way to help students. From start to finish, I remember every interaction as fruitful and positive. Culturally sensitive, the Krannert family helps international students by going at their pace and helping them adapt to the educational and professional system. I have experienced firsthand the many ways the faculty and staff help students during their journey. Of course, I had to work hard for it, but the Krannert team made it possible for me to achieve what I desired.”

MISHA PREET KAUR
MS MARKETING '18
Operations Initiative
Strategy Manager
Ulta Beauty
Saint Paul, MN

Information compiled from recent cohorts.
SUCCESSFUL STUDENT ATTRIBUTES

TRUE GRIT
Krannert students unlock their full potential during their academic journey. Challenges reveal the mettle of a Boilermaker. Our students are tenacious and can be relied upon to see a job through, all while balancing their studies, work, and family life.

PIONEERING SPIRIT
At the heart of Purdue University is a passion for discovery, fueled by an entrepreneurial spirit. Krannert students blaze their own paths, never settling for the status quo.

INITIATIVE
We look ahead and forever move forward. Krannert master’s students apply classroom learning and newly developed skills to their professional development plan and their workplace, creating value for themselves and their companies long before graduation.

THE “IT” FACTOR

ENRICHING CONTRIBUTOR
Krannert students enrich the school and their cohort, elevating the learning experience for all. Here, diversity transcends ethnicity or gender into realms of thought, industry, and academic background.

EMOTIONAL INTELLIGENCE
Great leaders communicate effectively and with great empathy. Krannert students are great leaders in training who learn to manage themselves and their relationships with self and social awareness, upping their Emotional Intelligence Quotient (EIQ).

PROBLEM-SOLVING SKILLS:
At Krannert we roll up our sleeves and dig deep into a problem. Success requires us to approach questions from a variety of angles, combining a solid academic foundation with a flair for the creative. And we are successful.

ALUMNI SPOTLIGHT

"I took my giant leap coming all the way from India to a place I’d never been to in my life with all the uncertainties about people, the culture, and the whole transition. But it all disappeared right on my very first day. I felt the warm welcome from my peers, staff, and faculty. I found my family away from home at Krannert.”

RHYTHM KEDIA
MS MARKETING ’19
Marketing Manager
Prime GTM Amazon
Seattle, WA

FACULTY HIGHLIGHT

JINSUH LEE
Clinical Assistant Professor of Management, Marketing
PhD, Marketing, Purdue University
MS, Statistics, UC Santa Barbara
BS, Computer Science, Purdue University
BS, Statistics, Purdue University

“Purdue’s MS Marketing program is designed for developing industry practitioners. We appreciate that marketing is both an art and a science, requiring creativity, innovative thinking, and the ability to harness the power of data. Strong contributors who enjoy working in dynamic, diverse teams will find this program stimulating and rewarding.”

Meet Online with Program Specialist
purdue.university/msm-info