Master of Science in Marketing

The MS Marketing 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 career investment for students with a variety of backgrounds and experiences looking to develop technical expertise. It provides students experience in using theoretical concepts to solve marketing problems through consulting projects, case studies, and marketing simulations. The MS Marketing program is a good fit for students who seek to develop technical expertise in a data-driven field as well as those from strong technical backgrounds who have career interests in marketing.

Program Highlights

- The MS Marketing program is STEM designated. Successful graduates of the program may be eligible for STEM OPT extension.
- Digital Marketing Lab that provides 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.
- 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 in-depth knowledge around a focused topic, which allows students to pursue courses focused on their career aspirations. Immersion courses allow a small group of students to work closely with Krannert faculty to solve a current marketing problem.
- Industry workshops and company outreach in major cities to engage with business professionals and experience new marketing topics in the industry.

More Information

krannert.purdue.edu/masters/ms-marketing
## Curriculum

### 33 total required credits

### Summer Semester
- Marketing Management
- Analytics for Marketing Managers
- Business Analytics

### Fall Semester

**Module 1**
- Digital Marketing Strategy
- Marketing Research
- Business Marketing (MKTG Knowledge elective)**
- Brand Management (MKTG Knowledge elective)**

**Module 2**
- Analytics for Social Media Marketing (Analytical elective)*
- New Product Development (MKTG Knowledge elective)**
- Data Driven Marketing (Analytical elective)*
- Free elective

### Spring Semester

**Module 3**
- Marketing Consulting Project
- Persuasive Communication
- Pricing Strategy and Analytics
- Customer Relationship Management (Analytical elective)*
- Consumer Behavior and Marketing (MKTG Knowledge elective)**
- Digital Marketing Lab (Analytical elective)*

**Module 4**
- Marketing Consulting Project (Cont.)
- Persuasive Communication (Cont.)
- Digital Marketing Lab (Cont.)

---

### Marketing Approved Analytical Elective(*)
- Analytics for Social Media Marketing
- Data Driven Marketing
- Customer Relationship Management
- Digital Marketing Lab

### Marketing Approved Marketing (MKTG) Knowledge Elective(**)
- Business Marketing
- Brand Management
- New Product Development
- Consumer Behavior and Marketing

### Popular General Business Electives
- Predictive Analytics
- Designing Social Network and Engagements
- Project Management
- Financial Management
- Python Programming
- Change Management
- Developing a Global Business Strategy
- Advance Business Analytics
- Competitive Strategy
- Data Mining

---

### RANKINGS

- **#7 Business Masters Ranking: Marketing (US)**
- **#30 Business Masters Ranking: Marketing (World)**
- **#16 Master of Marketing**
  - The Financial Engineer
- **QS World University Rankings**

---

“I take the most pride in belonging to the fraternity of Krannert Alumni! Almost every top tier company seems to have Purdue alumni on board. This provides us with a great opportunity to make several connections in the industry helping us build our way to a successful career.”

Tatvamanjari Gambheer, '19 MS Marketing