

## Marketing masters degree

Whether you've been working in marketing for several years and are interested in higher-level advancement, or you've been working in a related field and are interested in pivoting to marketing. Many marketing roles do not require a graduate degree, but it can be an advantageous step to build on your undergraduate education. By earning your master's in marketing, you can deepen your subject knowledge, elevate your educational credentials, and prepare to take on management roles. Let's go over what it takes to earn a master's degree in marketing and whether it's the best choice for you.Master's degree in marketing: The basics A master's marketing degree is a graduate-level degree typically designed to deepen your knowledge of marketing—or the strategy a company deploys to promote its products or services. While a bachelor's degree in marketing often introduces students to several fundamental topics about market research, social media strategy, and effective messaging strategies, and consumer behavior. MS in marketing vs. MBA with concentrationWhen you're interested in advancing your marketing knowledge, there are two degrees to explore: the Master of Science (MS) in Marketing or the Master of Business Administration (MBA) with a concentration in marketing, or product marketing. While there's no strict rule about which program you can attend, the difference between the two largely comes down to experience. The MS in Marketing is generally intended for professionals who have some—but not much—work experience, while the MBA is generally intended for professionals who have spent at least four or five years of professional experience. It's likely better for students who didn't earn their bachelor's degree in marketing and are interested in-or have already started-a marketing career but desire advanced education. An MBAis usually for graduates with a minimum of four or five years of professional experience. It's likely best for students who earned their bachelor's degree in business or marketing and want to expand upon that education. As you think about the best degree program for you, take time to review the outcomes and coursework you'll be expected to complete and the job placement support or professional development each one offers. Consider how those factors align with your larger reasons for earning a master's degree. Interested in earning your MBA but want the flexibility of an online program? Explore the iMBA from the University of Illinois on Coursera. The program features multiple concentrations, including digital marketing, and you can try out a course first to see if it's a good fit before applying. Coursework and thesisMaster's courses tend to be more advanced than bachelor's degree courses because you learn about specialized topics. In your marketing master's program, you may take classes on aspects of business, finance, sales, advertising, and communications, as well as targeted marketing classes such as: Market researchMarket strategyConsumer behavior Visual marketingDigital marketing analyticsStrategic brand management Advertising managementYour master's marketing that most interests you. How many years is a master's degree in marketing?No matter whether you choose to pursue your MS or MBA, you can expect to spend about two years in your graduate marketing program when you're able to attend full-time. Many schools offer part-time options to accommodate professional students that can add to the amount of time you'll spend earning your degree. Some options, such as accelerated MBA programs, may speed up your timeline. Depending on whether you attend a public or private nonprofit institution, a master's degree in the United States typically costs between \$51,740 and \$62,550 [1]. MBAs tend to be more expensive on average, with an average cost of \$60,410 [1]. Is a master's in marketing useful?Marketing can be a lucrative—and long-lasting—career thanks to the number of products and services companies seek to sell. Marketing jobs will likely grow by 8 percent in the next decade [2]. A master's in marketing is an educational opportunity to deepen your interest in some facet of marketing while refining your transferable skills. Marketing isn't limited to one type of work or one set path; there are numerous marketing before eventually moving into another. For example, you may start as a social media marketer before becoming a marketing manager and applying your skill set to a wider array of marketing needs. While it's possible to grow as a marketer with an undergraduate degree and experience, a master's in marketing can be an attractive credential on your resume. Companies may prefer a master's for certain roles, and the degree can show companies the extra time you dedicated to the subject. How much can you make with a master's in marketing? The median weekly earnings for a master's in marketing? The median weekly earnings for a master's in marketing? The median weekly earnings for a master's in marketing? The median weekly earnings for a master's degree holder is \$1,737, compared to \$1,493 for bachelor's degree holders, according to the US Bureau of Labor Statistics (BLS) [3]. With a master's in marketing, you can explore a number of management roles, including higher positions such as creative director and chief marketing officer, Job titleUS salaryEvent manager\$85,021 [4]Brand manager\$86,117 [7]Marketing manager\$81,235 [6]Sales manager\$86,117 [7]Marketing manager\$86,117 [7]Marketing manager\$81,235 [6]Sales manager\$81,235 [6]Sales manager\$81,235 [6]Sales manager\$81,235 [6]Sales manager\$81,217 [8]Creative director\$142,476 [9]Chief marketing officer\$181,423 [10]Is a master's degree in marketing right for you?Whether a master's in marketing is right for you largely depends on your experience and career goals. Those two factors can help you determine whether an MS or an MBA makes more sense. It can also be worthwhile to think about why you're interested in earning a master's degree in the first place since there are educational alternatives. If you want to increase your knowledge in some area of marketing, a professional certificates from either track on your resume, signaling to a potential employer the work you've invested to stay up to date. You can also highlight what you learned in your cover letter and job interviews. Professional certificates are shorter programs (typically less than a year) designed to help you develop or improve your career-ready skills. Individual courses boost your subject knowledge with focused education. Explore marketing master's programs on CourseraEarn your Online MBA (iMBA) from the University of Illinois on Coursera, and enjoy the flexibility of taking classes remotely and at your own pace. Or if you're looking for a shorter, comparably career-focused program, explore Professional Certificates from Meta in high-demand marketing areas such as social media marketing or marketing analytics. You are Currently on slide 1 Editorial Note: We earn a commission from partner links on Forbes Advisor. Commissions do not affect our editors' opinions or evaluations. Whether you are in the process of advancing your marketing career or launching a new career as a marketing professional, earning a master's in marketing career or launching a new career as a marketing professional of a new career as a marketing professional of a new career as a marketing professional of a new career as a marketing career or launching a new career as a marketing professional of a new career as a marketing career or launching a new career as a marketing career or launching a new career as a marketing professional of a new career as a marketing career as a marketing professional of a new career as a marketing career as a information on admission requirements, common courses in master's in marketing programs. What Is a Master's degree that prepares students to consider as you explore graduate marketing rograms. What Is a Master's in Marketing rograms and potential marketing programs. advance their marketing careers or pivot into the marketing field. Marketing roles rarely require a master's, but this degree can help graduates stand out as qualified and knowledgeable job candidates. During a marketing master's program, students learn about advanced marketing topics, such as market research, consumer behavior and strategies for digital messaging. Most marketing master's degrees take about two years to complete, though part-time learners might earn their degrees more quickly. A typical master's in marketing program involves around 35 credits. Students can opt for an in-person, hybrid or fully online marketing master's degree. Some students opt to pursue an M.B.A. in marketing rother than the more common M.S. in marketing degrees focus on marketing specifically. Master's in Marketing Admission Requirements While admission requirements vary among educational institutions, below are some requirements most applicants must meet for master's in marketing programs. Check with your prospective schools to learn more about their specific admission requirements. earned a bachelor's degree. Not all master's in marketing programs require applicants to have bachelor's degrees in marketing. Transcripts, GPA and Test Scores Prepare to provide transcripts from any previously completed undergraduate work or other university coursework. require GMAT or GRE test scores. In some cases, if your GPA is above a specified threshold, you may be eligible for a standardized test scores. Résumé You may need to include a résumé with your application. A résumé reflects your work experience, educational background and other significant career information that may be useful in applying to a grad program. Personal Essay A personal essay provides your intended university with insight into your personality, creative ability and thought process. Letters of Recommendation You may need to supply letters of recommendation from business
associates or former professors who can attest to your personal qualities and suitability for a master's degree program. Interview are a common requirement, and universities may require you to submit your interview are a common requirement, and universities may require you to submit your interview. marketing program. English Language Proficiency Being proficient in English prepares you for the rigorous communication skills required to participate and accomplish your goals in a marketing degree program. Courses in Marketing Program Master's in Marketing coursework may differ depending on each institution's specific requirements and curriculum offerings. Below are some courses that are common among marketing master's programs. Business fundamentals for marketing management Marketing analytics Marketing management Marketing management Marketing and social media Pricing strategies Ethical marketing management Ma Statistics for marketing What Can You Do With a Master's In Marketing? Is marketing a good major? If you already have a Bachelor of Science in marketing master's students typically learn to develop pricing strategies, conduct in-depth market research and use data analysis to communicate value. A master's in marketing can also be a step toward the doctoral-level education needed to launch an academic career. Every businesses wouldn't know about products or services, and businesses wouldn't know about products or services. be able to connect with their target audiences and solve their problems with those products or services. Since marketing fills such a prevalent role in businesses and organizations, many career options exist for those working in the field. Below are some of the more common careers for people with master's degrees in marketing. We sourced the below salary and job growth data from the U.S. Bureau of Labor Statistics (BLS) and Payscale. Advertising, Promotions and Marketing Managers Median Annual Salary: \$138,730 Projected Job Growth (2022-2032): +6% Job Description: Advertising, promotions and marketing managers oversee advertising and promotions and marketing Managers Median Annual Salary: \$138,730 Projected Job Growth (2022-2032): +6% Job Description: Advertising, Promotions and Marketing Managers Median Annual Salary: \$138,730 Projected Job Growth (2022-2032): +6% Job Description: Advertising, Promotions and Marketing Managers Median Annual Salary: \$138,730 Projected Job Growth (2022-2032): +6% Job Description: Advertising, Promotions and Marketing Managers Median Annual Salary: \$138,730 Projected Job Growth (2022-2032): +6% Job Description: Advertising, Promotions and Marketing Managers Median Annual Salary: \$138,730 Projected Job Growth (2022-2032): +6% Job Description: Advertising, Promotions and Marketing Managers Median Annual Salary: \$138,730 Projected Job Growth (2022-2032): +6% Job Description: Advertising, Promotions and Marketing Managers Median Annual Salary: \$138,730 Projected Job Growth (2022-2032): +6% Job Description: Advertising, Promotions and Marketing Managers Median Annual Salary: \$138,730 Projected Job Growth (2022-2032): +6% Job Description: Advertising, Promotions and Promotions Advertising, Pro develop marketing plans, analyze information, perform market research, develop pricing structures for products and generate public interest through the media. Sales Manager Median Annual Salary: \$130,600 Projected Job Growth (2022-2032): +4% Job Description: Sales managers are responsible for managing sales teams, analyzing sales data, training sales staff, setting sales goals and implementing procedures for improving sales performance. Brand Manager Average Annual Salary: Around \$78,000 Job Description: Brand managers typically promote certain brands that belong to their organizations. strategies and creating publicity for new trademarks. Public Relations Specialists help maintain and promote an organization's public image or corporate identity. These professionals perform audience analyses, write press releases, develop advertising campaigns and communicate with stakeholders. Frequently Asked Questions (FAQs) About Master's In Marketing focuses on in-depth information about various aspects of marketing. An M.B.A. is a master of business administration, which focuses on business principles and typically requires students to choose a concentration, such as accounting, management or marketing typically takes one to two years, but each educational institution sets its own timelines for degree completion. Enrollment status also affects program length since part-time students typically need longer to earn their degrees. No, you do not need an M.B.A. to work in the marketing field. An M.B.A. focuses more on business fundamentals, and you may want to consider a marketing degree instead of an M.B.A. The following list is a review of the 25 Best Master's Degrees in Marketing for 2020. Each program is located in the United States and is perfect for students in the field of marketing. Specialists in the field of marketing work by servicing businesses and non-profit organizations, AKA analyzing consumer demand, and promoting goods and services. They design advertising and public-relations campaigns, coordinate sales strategies, and enhance brand awareness through various media and platforms. Master's degree holders qualify for careers heading marketing and public relations departments. management was \$129,380, according to the U.S. Bureau of Labor Statistics. The agency predicts 10 percent job growth in marketing - better than the average profession - from 2016-26. Master's degree programs typically require a bachelor's degree with a minimum grade-point average, school transcripts, letters of recommendation, a personal statement or essay, and an acceptable score on the Graduate Record Examination. Ranking Methodology: "It's science!" The researchers and writers at Best Master's Degrees don't make recommendations based upon preference- we back our rankings with science. Here's a quick breakdown of how we organize ranking data: Finances (40%) Academic Rigor (35%) Student Gratification (25%) Nearly half of the data used to score each ranking involves finances and are acquired from sources such as the V.S. Department of Education, Glassdoor, and PayScale. Financial data encompasses the cost of tuition, fees, and class supplied; the average price of living; access to financial aid and social services; and lastly, the projected annual salary acquired from degree outcomes and income for loan repayment. The second largest category of information involves the quality of education, how competitive degree applicants should be for consideration, and how exclusive a degree program is overall. The final 25 percent of collected data is dependent on student and alumni reviews from sources such as PayScale, Rate My Professor, and Students Review. Want to Learn More? The amount of information available for specific degrees are plentiful, and Best Master's Degrees aims to provide as many resources as we can. Check out our Methodology page for more information and resource links. #25 - University of Wisconsin - Madison, with a history dating back to 1848, has an enrollment of more than 44,000 students. About 14,000 of them are in graduate school as there are 148 master's degree programs. Earning a master's at the university's Center for Brand and Product Management involves a minimum of 30 credit hours of courses cover Data Analysis, Business Accounting, Financial and Marketing Operations, Strategic Management, Marketing Research and Analysis, Economics for Managers, Product Development, Brand Strategy, and Marketing Communications. Among the options for elective classes are product design, organizational behavior, entrepreneurial management, e-business, and qualitative research. Graduate-level certificates are available in business analytics, entrepreneurship, strategic innovation, and sustainability. The university also offers a Master's of Business Administration in Marketing Denver, and psychology. The job-placement rate for graduates is 97 percent. #24 - University of Colorado Master of Science in Marketing Denver, CO Website The University of Colorado in downtown Denver, founded in 1912, enrolls about 20,000 students. Forty-one percent of them are pursuing graduate degrees. The institution's location provides a blend of vibrant urban culture with the natural splendor of the nearby Rocky Mountain National Park. The 30-credit-hour master's program in marketing is available full- and part-time, on campus or online. Terms begin in the fall, spring and summer. The core courses are Marketing Dynamics in the 21st Century, Marketing Dynamics in the fall, spring and summer. Integrated Marketing, Hot Topics in Digital Marketing, and Marketing Sustainability. Students may specialize in Advanced Marketing. #23 -Purdue University - Purdue Polytechnic Lafayette Master of Science in Marketing West Lafayette, IN Website A large public research university established in 1869, Purdue offers 70 master's and doctoral degree programs. The institution's Krannert Graduate School of Business is the 47th-best such college in the country, according to U.S. News & World Report. The master's degree in marketing takes a full-time student one year to complete on average. Terms start in July, with class sizes of 20-25 students. The program begins with required courses in persuasive communications, marketing analysis and planning, marketing management, and business analytics. In the fall, students must take four of the following elective classes: Brand Management, Digital Marketing Research, New Product Development, New Product Development, Marketing Research, New Product Development, New Product Dev career mentorship, and marketing forums. Graduates often obtain employment in brand management, marketing consulting, marketing research and analytics, and business development. #22 - Vanderbilt University Master of
Marketing Nashville, TN Website Founded in 1873, Vanderbilt is an independent, privately supported school. About 13,000 students - 6,000 of them in graduate and professional programs - attend classes in 10 colleges. The master's degree in marketing is a 10-month, 31-credit-hour program. The university does not require work experience, but strongly recommends the completion of an internship in marketing or a related field before enrolling. In addition to the usual entrance requirements is an evaluative interview. In 2019, the typical class size was 22 students, nearly three-quarters of whom were women. The average marketing master's student had an undergraduate GPA of 3.56 and a GRE score of 306. Courses cover Ethical Marketing, Business, and Marketing Fundamentals, Statistics, Consumer Insights for Marketing Decision Making, Pricing Strategies, Consumer Analysis, Quantitative Analysis, Social media coordinators, and Brand Management. Graduates get jobs as marketing analysts, social media coordinators, and consumer insight analysts. #21 -American University Master of Science in Marketing Washington, D.C. Website American University, established in 1893, fulfilled George Washington's dream of an institution of higher learning in the nation's capital. Placing 69th in the latest U.S. News & World Report rankings, this Methodist-affiliated school has an enrollment of more than 12,000 students. Ninety-four percent of the faculty members hold the highest degrees in their fields. There are 87 types of master's degrees, including 27 that may be earned online. The master's in marketing at the university's Kogod School of Business is a 30-credit-hour program. Part of the curriculum is an applied client project, in which a student works with a local events-marketing firm to lead a campaign involving market research, strategic planning, implementation, and evaluation. Following courses: Digital Advertising and Search Engine Marketing, Managing Digital Brand Identities, Entertainment Marketing, Data-Driven Marketing, and Customer Management, Integrated Marketing Communications, Brand Strategy, and Research for Marketing Decisions. #20 - Temple University with roots dating to 1884, is comprised of 17 colleges. The university's eight campuses include sites in Rome and Tokyo. Students choose from more than 570 degree programs, taking classes with an excellent student-to-faculty ratio of 14:1. Temple's Fox School of Business, founded in 1918, enrolls more than 9,000 students and employs 200 full-time professors. Required coursework covers marketing research and insights, marketing management, consumer and buyer behavior, managerial decision strategies, and data- and financial-driven marketing. In addition, students must take five of the following specialization classes, which are provided exclusively online: Leadership Development, Foundations for Data Analytics, Marketing Communications, Marketing Management in the Digital Marketplace, International Marketing, Quantitative Methods, Product and Brand Management, Mobile Marketing and Communication, and Pricing Strategies and Tactics. and as long as two and a half years for part-timers. #19 - Hofstra University Master of Science in Marketing Long Island, NY Website About 11,000 students, of whom 2,900 are in graduate school, attend this private university. The student-faculty ratio is 13:1, and 91 percent of the professors hold the highest degrees in their fields. U.S. News & World Report ranks Hofstra No. 140 in the country, with the 90th-best business college. The master's program in marketing is crafted to meet the needs of working professionals who wish to qualify for higher-level positions. The core courses in the 30-credit-hour program are Marketing Analysis and Management, Research and Analytics for Marketing Decisions, Consumer Behavior in the Global Environment, Advanced Strategic Planning in Marketing with a Global Perspective, Advanced Quantitative Analysis for Managers, and a research seminar. In addition, students must take four elective classes. There are 11 options, including a marketing internship. Another requirement is the completion of a residency workshop in Library Information Resources, Calculus for Business Applications, Information Technology, or Statistics for Business Applications, Information Resources, Calculus for Business Applications, Information Technology, or Statistics for Business Applications, Information Technology, Information University, a private university that traces its history to 1898, is the largest Catholic postsecondary institution in the country. It enrolls about 40 percent of the students are racial minorities. U.S. News & World Report ranks DePaul at No. 119 nationally. Ten colleges offer more than 300 degree programs, with a student-faculty ratio of 15:1. Ninety-two percent of students who earned graduate degrees in 2017 were either employed or continuing their education by the following year. The master's in marketing program entails taking eight required courses: Decisions in Marketing Management, Market Research, Analytical Tools, Marketing Strategies and Planning, Consumer Behavior, Business Communication, Monetizing Marketing Strategy, and Managing for Effective and Ethical Organizational Behavior. In addition, students must complete four elective classes in one of the following areas of interest: Sales Leadership Digital Marketing, Marketing Strategy, and Planning, or Healthcare. #17 - Saint Joseph's University Master of Science in Marketing Philadelphia, PA Website Saint Joseph's enrollment of more than 9,200 students includes about 3,000 in graduate schools. There are 53 advanced degree programs from which to choose. The university's Haub School of Business has received high marks from a number of ranking organizations, including the Princeton Review and Forbes. According to the U.S. News & World Report, the college offers the nation's ninth-best undergraduate marketing programs and the 13th-best graduate marketing business. master's degree in marketing is available on campus and online; full-time or part-time. Students may choose to specialize in either International Marketing, on campus, or Customer Analytics, and marketing research. There are also "opportunities for interaction with business leaders, live case studies and personalized interaction with roots dating to the university of Alabama, a large public institution with roots dating to 1820, consists of 13 colleges and schools. The student enrollment exceeds 38,000. U.S. News & World Report ranks U of A in a tie for the No. 129th-best in the country overall and rates its online graduate business programs No. 10. Earning a master's degree in marketing requires 30-33 credit hours of classes, depending upon the specialization and focused area of study, which typically takes two semesters to complete. Students may specialize in either Marketing Analytics or Digital and Social Media Marketing Analysis, in addition to electives. Core courses in their area of study must take classes in Global Marketing Management as their area of study must take classes in Global Marketing Analysis, in addition to electives. professional sales area of study are Global Market Management, Client-Based Marketing Consulting, Advanced Marketing Analysis, as well as Personal Selling and Sales Management. Students with undergraduate degrees in fields other than business may also apply for the master's program. #15 - The University of Cincinnati Master of Science in Marketing Cincinnati, OH Website This public school traces its history all the way back to 1819. Today, it educates 44,000 students - 20 percent of them from other countries - and offers more than 250 degree programs. The Cincinnati area is home to nine Fortune 500 companies, which benefits those enrolled in UC's Lindner College of Businesse. which was founded in 1906. Graduate students work on marketing projects with professionals at General Electric, P&G, Johnson and other locally based corporations. The marketing master's program, available full time and part time, can be completed in as little as nine months. Core courses consist of classes such as Marketing Strategies Marketing Research, Buyer Behavior, International Marketing, Marketing Ethics, and Career Management. There are a dozen classes from which to choose for 16 additional credit hours. Students lacking undergraduate business degrees must also take courses in Marketing Foundations, Data Analysis, Accounting, and Economics. Over 75 percent of the program's graduates find a full-time job upon completion, with an average annual salary of \$47,000, within three months. #14 - Syracuse University founded in 1831 as a Methodist Episcopal seminary. It has been a nonsectarian school since 1920. SU consists of 13 colleges and schools that offer more than 200 advanced degree programs. The enrollment of approximately 23,000 students represents all 50 states and 126 countries. U.S. News & World Report ranks Syracuse at No. 53 for the nation. Around 2,000 students attend classes in the business school, called the Whitman School of Management. The master's degree in marketing is a 30-credit-hour curriculum that students may take full-time or part-time. The university stipulates that "significant work experience is desirable," but not required for program applicants. The core courses are Economic Foundations of Business, Understanding Financial Statements, Accounting for Managerial Decisions, Fundamentals of Financial Management, Data Analysis and Decision Making, Creating Customer Value, Managing the Marketing Research. Students also must take five elective classes. #13 - Clemson University Master of Science in Marketing Greenville, SC Website Founded in 1889 as an agriculture college, Clemson now enrolls about 23,000 students in seven schools that offer more than 100 graduate degree programs. In addition to the main campus in the city of Clemson, there are educational sites in five
other South Carolina communities. The university is No. 24 in U.S. News & World Report's 2019 national rankings. The College of Business in Greenville plans to nearly double its classroom space with the opening of a new building in 2020. The college collaborates with area businesses, industries, non-profit organizations, as well as civic and government agencies. Professional work experience is among the entrance requirements for the master's program in marketing. The curriculum combines coursework, seminars and a research project. Earning the degree takes one year for full-time students and two years for part-timers. Core courses are Statistical Methods, Advanced Marketing Research, Quantitative Marketing Research, Quantitative Marketing Research, Project. Earning the degree takes one year for full-time students and two years for part-timers. Science in Marketing Tampa, FL Website A large institution with more than 50,000 students in 14 colleges, USF ranks 58th in the U.S. News & World Report rankings of the best postsecondary schools in the country. In 2017, it produced more Fulbright Scholars than any other university. The Muma College of Business is the No. 29 ranked department in the United States, according to The Best Schools. The master's in marketing is a 30-34 credit hour program known for being research-intensive and designed for professionals already employed in the field. Students choose one of three emphasis options: Marketing Analytics, Digital Marketing, and Brand Management, or Supply Chain Management. Those lacking an academic background in business must take statistics and marketing classes. Students with undergraduate degrees in business other than marketing may be eligible to waive the statistics and marketing classes. Students are Creativity in Marketing, Marketing, Marketing Analytics, Consumer Behavior Insights, Digital Marketing, and Marketing Strategy. #11 - University of Houston, which enrolls more than 45,000 students, consists of 14 colleges that offer 282 types of degrees, including 105 master's programs. It ranks 91st among public universities and 171st overall in the nation, according to U.S. News & World Report. Houston is the country's fourth-largest city and is home to 26 Fortune 500 companies. MSN Now rates the metropolitan area as the best place in the United States for recent college graduates. The master's in marketing program is a 36-credit-hour curriculum that takes one year to complete, depending upon whether a student is full-time or part-time. In addition to the usual entrance requirements, selected applicants must take part in personal interviews. Earning the degree entails completing a professional project and taking foundation courses in Financial Accounting, Quantitative Analysis for Business Decisions, Marketing Analysis. In addition, students must take multiple classes in one of six areas of interest: Digital Marketing, Marketing Analytics, Selling and Sales Management, Product Management, Entrepreneurship, and Technology. #10 - Georgia State University Master of Science in Marketing Atlanta, GA Website This public university, founded in 1913, consists of 10 colleges and schools on seven campuses in the Atlanta metropolitan area. The students, who represent all 50 states and more than 170 countries, select from over 250 degree programs. The city leads the nation in Fortune 500 companies. Among the corporations that recruit graduates of GSU's J. Mack Robinson College of Business are Home Depot, UPS, Georgia Pacific, and Coca-Cola. Employed students in the marketing master's program receive an average salary increase of 50 percent within three months after graduating. They may continue working or perform internships while taking classes. The core courses are Marketing Management, Buyer Behavior, Marketing Research, International Marketing, Product Management, and Data-Driven Marketing. Students with bachelor's degrees in non-business fields may also have to take classes in economics. accounting, and statistics. Program applicants are required to do interviews either in-person or via Skype. #9 - Northwestern University Master of Science in Integrated Marketing Communications Evanston, IL Website This prestigious private school, just north of Chicago, dates back to 1851. It placed 10th in the U.S. News & World Report's university rankings for 2019. The faculty and alumni have won 19 Nobel Prizes and 38 Pulitzer Prizes. With an enrollment of 21,000, the student to faculty ratio is an outstanding 6:1. The university's Medill Business School is the sixth-best in the nation, according to U.S. News. The master's in Integrated Marketing Communications program involves not only coursework but also practical experience working with companies and the opportunity to study abroad in one of 50 countries. Core courses are Consumer Insight, Financial Accounting, Marketing Management, Strategic Process, and Marketing Research. Consumer Insights and Analysis of Consumer Data, Messages, and Content - including brand strategic communication - or Media Channels and Platforms. A statistics course is required for those who do not take it as undergraduates. #8 - University of Texas at Dallas Master of Science in Marketing Richardson, TX Website UT Dallas, in a suburban community 20 miles north of downtown, enrolls nearly 30,000 students in eight schools. Times Higher Education ranked the university No. 2 in the United States and No. 31 worldwide among postsecondary institutions less than 50 years old. Two-thirds of the seniors in 2017 graduated with no student debt, a testament to the affordability no. 2 in the United States and No. 31 worldwide among postsecondary institutions less than 50 years old. and financial aid at UT Dallas. The Master's of Business Administration program at the Naveen Jindal School of Management is the best in the country in terms of salary-to-debt ratio, according to U.S. News & World Report. The Master's in Marketing program provides more than 60 classes from which to choose. In addition to 15 semester hours of core courses, students take specialized classes in one of six tracks: Advertising and Branding, Business Development and Sales, Digital Advertising and Branding, Business Development, or Marketing Analytics and Consumer Insights, Product Management, or Marketing Ma of Science in Marketing Research East Lansing, MI Website Founded in 1855 as an agriculture college, this university now enrolls 50,351 students from all 50 states and 142 countries. The TFE Times ranked the Marketing Research Masters Degree at MSU's Eli Broad College of Business as the seventh-best program of its kind in the United States. The 34-credit-hour curriculum is available on campus, which takes one year to complete; and online, which entails 19 months of study. Courses include Communications, Marketing Research for Decision Making, Qualitative Research, Consulting in Marketing Research, as well as International Marketing Research and Data Mining. class obtained employment. Program graduates qualify for positions with corporations, consulting firms, advertising agencies, or marketing Los Angeles, CA Website Nearly 48,000 students, more than half of them in graduate degree programs, are enrolled at this private university that traces its history to 1880. USC ranked 17th among more than 1,000 postsecondary schools in the Wall Street Journal / Times Higher Education survey. Alumni have won nine Nobel Prizes, and the current 4,000 full-time faculty members include five Nobel laureates. In the fall of 2018, more than two-thirds of the student body were racial minorities, and 24 percent represented other countries. The 30-credit-hour Master's in Marketing Analytics; and consumer behavior. Core courses in both tracks are Marketing Management, Business Analytics; Marketing Strategies, Marketing Strategies, and consumer behavior. and Management Communications. Students specializing in analytics must also take classes in Consumer Insights and International Marketing, while those in the second track are required to complete courses in Internet Marketing and Consumer Behavior. #5 - University of California Los Angeles Master of Business Administration / Business Analytics Los Angeles, CA Website Founded in 1881, this school has grown into a large institution that offers 337 types of degrees, including 150 graduate programs. UCLA is known for its stringent academic standards and selective admissions policies. It accepts less than 20 percent of freshman applicants. Over 100,000 students, more than at any other U.S. university, apply every year. Two-thirds of those selected for 2017-18 had an average high school GPA of 4.3. UCLA faculty, alumni and researchers have won 24 Nobel Prizes. The Anderson School of Management offers a Master's program in Business Administration with various specializations, including Marketing Analytics. Courses include Marketing Management, Customer Assessment, and Analytics. A full-time student can complete the curriculum in two years. In addition to the typical admission requirements, students must also complete interviews with university officials. #4 - Johns Hopkins University Master of Science in Marketing Baltimore, MD Website This esteemed private institution, which dates to 1876, was the first research university in the United States. It tied for 10th place in U.S. News & World Report's 2019 rankings of the nation's top universities and was No. 12 in the world on the Wall Street Journal / Times Higher Education list. Faculty and alumni have won 37 Nobel Prizes combined. The university is extremely selective, having accepted less than 10 percent of applicants for the class of 2022. The Master's in Marketing program at the Carey Business School is a 36-credit hour program, on campus and online, that takes full-time students one year to complete. The core courses are Accounting and Financial Reporting, Business Communication, Business Law, Business Leadership and
Human Values, Decision Models, Marketing Management, Statistical Analysis, Consumer Behavior, Marketing Research, and Marketing Research, and Marketing Strategy. Students who win admittance to the program have a median undergraduate GPA of 3.45 and an average of six months of full-time work experience. #3 - University of Maryland, College Park Master of Science in Marketing Analytics College Park, MD Website Established in 1856 as an agriculture school, this public research university is just outside Washington, D.C. More than 41,000 students, representing all 50 states and 118 countries, are enrolled in a dozen colleges and schools. UMD is the 63rd-best university in the country, according to U.S. News & World Report; and No. 8 on the Kiplinger's Personal Finance list of "best value colleges." It has earned the "public Ivy" designation for maintaining academic quality comparable to the Ivy League's private schools. The university's Robert H. Smith School of Business, with roots dating to 1921, offers the 24th-best graduate business programs in the United States, according to The Financial Times. The school has partnerships with corporations like Amazon and IBM, as well as federal government agencies in the nation's capital. The Master's program in Marketing Analytics takes 10 or 16 months to complete, depending upon the specialization Core courses are Market-Based Management, Customer Analysis, Advanced Marketing Research and Analysis, Statistical Programming, Business Ethics, Data Science in Marketing College Station, TX Website Founded as the Agricultural and Mechanical College of Texas back in 1876, Texas A&M University is now one of the 10 largest postsecondary U.S. schools in terms of enrollment. More than 64,000 students take classes on the main campus in College Station, which is near Dallas, Houston, and Austin. A public research university, A&M placed 66th in the 2019 U.S. News & World Report national rankings. It has earning No. 1 ratings for six-year graduation rate, best value, and the most graduates who have become CEOs of Fortune 500 companies. U.S. News lists the Mays Business School No. 36 in the nation. A 3.5 baccalaureate GPA, a quantitative GRE score of 153 and a GMAT score of 600 are recommended, but not required, for graduate programs. Before beginning the Master's in Marketing, students must complete courses in Research Statistics, Accounting Concepts and Financial Management; and surveys of marketing and management. The program takes 16 months to finish. #1 - Columbia University Master of Science in Marketing Science New York City, NY Website A member of the Ivy League, Columbia tied for third in the U.S. News & World Report's 2019 national university rankings. The Columbia Business School, established in 1916, is older and larger than nearly any other such college. It placed eighth internationally in the latest U.S. News arrvey, and second in the Americas in a 2017 Financial Times report. CBS accepts less than 20 percent of student applicants. Ninety-two percent of graduates secure employment within six months, with a median base salary of \$125,000. The Master's in Marketing Science is a two-semester program with a STEM-eligible curriculum that focuses on marketing analytics. A Probability and Statistics course is a prerequisite, and students are also advised to take classes in marketing Models, Multivariate Statistics, Marketing Research, and Strategic Consumer Insights. In addition, students must take electives and either write a thesis or complete a Ph.D.-level class. A master's degree in marketing can catalyze your career advancement, taking you from an operational role into a leadership post. Choosing the best school for your degree is critical to making your education work for you. In terms of a master's degree, a good school holds institutional accreditation, has programmatic accreditation for business, receives national or local recognition, and provides education at a price you can afford. Once you've chosen your program, you may need to pick a focus, such as digital marketing, brand strategy, or marketing analytics. Your focus will influence the transferable skills you learn in school. Theory, analytics, and consumer psychology courses will likely have longer-lasting value than how-to courses in digital media or advertising. No matter your curriculum track, a master's in marketing can position you for a high-paying career as an advertising executive, nonprofit fundraiser, market research analyst, or chief marketing officer Learn about start dates, transferring credits, availability of financial aid, and more by contacting the universities below. Best Colleges With Master's in Marketing Programs These rankings include sponsored results from our partners. We use publicly available provisional datasets from Integrated Postsecondary Education Data System (IPEDS) to inform the data for these schools. All data is current as of the date this article was published. Program-specific information may vary. Why Get a Marketing Master's Degree? Earning a master is in marketing managers to grow 6% from 2022-2032. Professionals with a master's also typically earn more than those with only a bachelor's. Students who pursue a master's in marketing degree online benefit from flexibility. Many online format also lets degree seekers attend top programs without relocating. Popular Master's in Marketing Courses Top master's in marketing degrees emphasize brand building, social media, and target audiences. Students complete core classes and choose a concentration. Options may include digital marketing and marketing research and analytics. New media and communication is another concentration. See below for common classes in a marketing degree's core curriculum. Class names, topics, and academic expectations vary by school. Some of these differences affect learners' career paths. Students should research their prospective program in depth before applying. A school's admissions department can provide more information. Brand Management: Students explore the art and science of building, developing, and maintaining successful brands with an emphasis on marketing strategy and decision-making. The course discusses techniques for conducting brand audits and enhancing brand equity, sustainability, and management strategies. Effective Social Media: This course presents engagement, content creation, and analytics strategies to maximize a company's competitive advantage across social media strategy. Consumer Behavior: Students delve into the psychological and sociological aspects driving consumer decisions. This course covers the theories behind which factors influence purchasing behaviors, along with best practices for forecasting and analyzing consumer demand. Media Technologies and Communication Strategies: Students discover how to communicate effectively in modern media technology's complex and interconnected world. Ethical and Legal Issues in Marketing; navigate complex regulatory landscapes, and foster ethical decision-making. This course emphasizes developing strategies for responsible marketing that align with legal standards and consumer expectations. How Much Does a Master's in Marketing Cost? According to the National Center for Education Statistics (NCES), the average annual tuition for a master's degree in business, management, or marketing is \$16,120. Students may reduce that price through scholarships, fellowships, or employer reimbursements. Online learning can cost less than the national average, and students who attend accelerated programs may also be able to cut their total costs, simply by attending school for a shorter period of time. Although most master's programs accept only a few transfer credits, these could also help shrink the total cost of your education. How Much Do Marketing Graduates Make? Many factors impact salary, including workers' roles and geographic locations. As of May 2022, advertising and promotions managers in Texas, California, and New York earn average annual salaries of \$108,070-\$194,240. Higher education helps salary potential in many ways. For example, coursework and internships can improve graduates' resumes. This advantage may qualify them for raises or high-paying positions. Other benefits include mastering the latest industry best practices. This knowledge may make applicants more attractive to employers. What Can You Do With a Master's in Marketing? Graduates with a degree in marketing can explore many jobs. University career centers help learners by providing interest inventories, resume guides, and job boards. Advisors also offer advice during one-on-one sessions. See below for possible careers for master's degree-holders. Note that job responsibilities and titles vary by employer. Advertising Promotions, and Marketing Managers These high-level leaders work with other staff to develop and implement programs that generate consumer interest in a company's products or services. Modern marketing managers often emphasize digital communication and advertising. Art Directors take responsibility for the layout, design, and images in publications, packaging, websites, or TV. They may work for production firms, publishers, or marketing departments or firms. Manager Communications managers manage their organization's public face and voice. They may work in business, manufacturing, healthcare, education, nonprofit, government, or another sector. These professionals often give interviews and speeches, attend public relations | Publicist Public relations managers are like communications managers, but for a person instead of a corporate entity. Publicists enhance their employers' public image. Said enhancement might sometimes place an emphasis on creating managers, this role is about campaigning to generate funds. Fundraising managers often work for nonprofits. People in this role may need grant-writing skills, as well as proficiencies in networking and general
marketing. This role may require certification. Market Research Analysts Market research analysts use data to identify consumer preferences, economic conditions, and other factors that affect consumer behavior. These professionals may forecast sales conditions, analyze data with statistical software, or determine potential pricing. Advertising sales agents sell advertising space in publications, digital spaces, or other locations. Now that the digital media landscape has self-service advertising space in publications agents self service advertising space in publications. Now that the digital media landscape has self-service advertising space in publications. remains active. Ad sales agents still sell large high-end marketing packages to large clients, and curate advertising avenues for those who can afford it. Salary Projected Growth Rate (2022-2032) Advertising, Promotions, and Marketing Managers \$138,730 +6% Art Directors \$105,180 +6% Public Relations Specialists \$67,440 +6% Public Relations and Fundraising Managers \$125,620 +6% Market Research Analysts \$68,230 +13% Advertising Sales Agents \$58,450 -7% Source: BLS, May 2022 More Questions About Graduate Degrees in Marketing A master's degree in marketing trains learners to improve their employer's brand. Graduates may work as brand managers or account managers. The answer depends on whether students earn a master's in two years. Part-time enrollees take longer. Accelerated programs help students earn a master's in two years. marketing degree in one year. Learners can also graduate sooner by transferring credits. Note: The insights on this page — excluding school descriptions — were reviewed by an independent third party compensated for their time by Accredited Schools Online. Page last reviewed February 11, 2024.