Chart Your Own Course

Beginning in the fall, this 45-credit degree can be completed in as little as 15 months for full-time student and two years for part-time students; students may also choose to go at their own pace.

We recognize that you are unique, and so is our programming: Only five of the 15 courses are core requirements, providing ample opportunity for students to carve out their ideal plan of study. Elective courses are designed to provide you with the tools to reach for your ultimate career goals. Work closely with our outstanding faculty, career services and advising staff to customize the program based on your needs.

Promote Yourself

Dive deep into the world of the contemporary marketer with Drexel LeBow’s new, industry-focused MS in Marketing. Marketing practices have dramatically shifted with the rise of big data, advanced marketing research areas such as neuro-marketing, and the proliferation of digital and social media. One focus of this program will be on current trends and innovations in marketing techniques.

This program provides the flexibility for a deeper dive into digital and social media, the psychology of consumer behavior, and/or cutting-edge research methodologies and techniques. The MS in Marketing is ideal for both marketers looking to broaden their technical skills and make a bigger impact as well as career changers.

For More Information
ms@lebow.drexel.edu
3220 Market Street • Philadelphia, Pa 19104
Faculty
Drexel LeBow's Marketing Department is comprised of faculty members who are award-winning teachers and internationally renowned scholars who publish research to top-tier journals and write best-selling books in their areas of expertise, including digital marketing, marketing analytics and corporate reputation management.

MS in Marketing
Program Start: Fall quarter
Completion: 45 credits required; full-time and part-time options are available. Complete the degree in as few as five quarters, or at your own pace.
Campus: Philadelphia

Other Requirements: GMAT is preferred, but the GRE is also accepted. GMAT waivers are available with three-plus years of professional experience in a marketing-specific or other business-related field.
Financing: Tuition is charged on a credit-per-hour rate for this program. Financial aid is available to those who qualify.
Dual Degree Option: MS/MBA

Plan of Study

Required Courses
MKTG 601  Marketing Strategy & Planning
MKTG 622  Buyer Behavior Theory
MKTG 630  Global Marketing
MKTG 652  Marketing Information Management and Research
STAT 601  Business Statistics

In addition to our extensive list of graduate business electives, this highly interdisciplinary program includes approved electives from departments from other colleges the College of Arts and Sciences’ Department of Psychology and the School of Biomedical Engineering, Science and Health Systems.

Electives - Select 7 (2 must be from MKTG)

BMES 509  Entrepreneurship for Biomedical Engineering and Science
BMES 510  Biomedical Statistics
BMES 524  Introduction to Biosensors
BMES 538  Biomedical Ethics and Law
BMES 551  Biomedical Signal Processing
BMES 621  Medical Imaging Systems I
MKTG 606  Customer Analytics
MKTG 607  Marketing Experiments
MKTG 634  Integrated Marketing Communications Management
MKTG 638  New Product Planning, Strategy, and Development
MKTG 646  Services Marketing
MKTG 654  Corporate Brand & Reputation Management
PSY 512  Cognitive Psychology
PSY 611  Computer-Based Research Methods for Psychological Research
PSY 615  Judgment & Decision-making
PSY 811  Multilevel Regression
PSY 812  Cognitive Neuroscience
Internship/Practicum
BUSN 615  Graduate Internship

HOW TO APPLY: Visit LeBow.Drexel.edu and schedule a visit, or start your application online. Prospective students are encouraged to apply early in order to take advantage of financing and merit scholarship opportunities.