



# The Drexel LeBow MS in Marketing

Rigorous, comprehensive programs  
focused on your specific field of study.

## Programmed for Success

In driving marketplace trends, today's marketers face an empowered consumer with a variety of media at their disposal. In order to respond to these dynamic markets, marketers now require a higher degree of technical capabilities. Required courses provide a solid foundation in marketing strategy and planning, marketing research and management, buyer behavior theory, global marketing and business statistics. Students then choose courses designed to provide the specific skills desired for wide variety of marketing roles, including:

- Social Media Management
- Integrated Marketing Campaigns
- Communication Management
- Strategic Planning and Risk Management tools
- Qualitative and Quantitative Marketing Research Methodologies
- Corporate and Brand Reputation Management
- Customer Analytical Tools
- Marketing Neuroscience

Drexel LeBow's MS in Marketing students will master the theoretical, analytical and decision-making skills necessary to become leaders who are able to implement persuasive integrated and new media marketing campaigns, grow market share and increase organizations' ROI.

## 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.

## 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.

## LeBow's MS Programs

Drexel's reputation in applied learning shapes students' academic experience. Real-world consulting, business simulations, case competitions and visits from industry leaders allow students to apply classroom learning to real scenarios. Furthermore, the learning environment for the MS in Marketing is supported by the latest technology and academic principles.



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

**HOW TO APPLY:** Visit [LeBow.Drexel.edu](https://www.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.