

# MASTER'S <sup>IN</sup> MARKETING

By completing Drexel LeBow's *Master of Science in Marketing*, you'll leave with more than knowledge from a textbook — you'll also benefit from the University's over 100-year history of experiential education. Through individualized career services and hands-on learning opportunities, such as international residences, internships and industry consulting, you'll develop practical skills that will help you excel in the field.

## DEMOGRAPHICS

### RANGE OF INCOMING STUDENT WORK EXPERIENCE

Up to 3 years

*(Incoming Graduate Student Survey, Nov. 5, 2021)*

### INDUSTRIES

Banking and Finance  
E-commerce  
Health Care  
Higher Education  
Retail

## CAREER STATS

### RECENT EMPLOYERS

BMW/Daimler AG | Elite SEM  
E-Verify | Neilsen | Penn Mutual  
Space Brands Limited

## CONTACT US

LeBowGradEnroll@Drexel.edu  
215.895.2115

## DEGREE HIGHLIGHTS

Located in bustling downtown Philadelphia, Drexel LeBow's MS in Marketing is available in both full-time and part-time options to fit your schedule. Complete your degree in 18 to 36 months, and you'll be prepared to lead with experience in your career.

## CONCEPTS AND SKILLS

Some of the concepts and skills you'll learn about or develop through our MS in Marketing include:

- COMMUNICATION MANAGEMENT
- CONSUMER BEHAVIOR
- CUSTOMER ANALYTICS
- DIGITAL MEDIA MANAGEMENT
- GLOBAL MARKETING
- INTEGRATED MARKETING CAMPAIGNS
- QUALITATIVE AND QUANTITATIVE MARKETING RESEARCH METHODOLOGIES
- STRATEGIC PLANNING AND RISK MANAGEMENT TOOLS

## CUSTOMIZATION OPTIONS

CAREER TRACKS	Tailor your studies to your career goals by selecting from one of three specialty tracks, including Marketing Leadership, Digital Marketing and Marketing Analytics
GRADUATE MINORS	Take interrelated graduate-level courses outside of your major graduate program, with examples including minors in Entrepreneurship, Project Management, Business Analytics and Business
DUAL DEGREE	Earn an MS in Marketing while also earning another LeBow graduate degree; the College offers the ability to share up to 15 credits between two of its degree programs so you can maximize your time and financial investment

## CAREER OUTCOMES

Upon graduation, some job titles you could be eligible for include:

- DIGITAL MARKETING DIRECTOR
- DIRECTOR OF COMMUNICATIONS
- MARKETING MANAGER
- PRODUCT DEVELOPMENT MANAGER