

MASTER'S ^{IN} MARKETING

Drexel LeBow's *Master of Science in Marketing* is designed to reflect the latest insights and applications in both theory and practice, backed by the University's over 100-year history of experiential education. The curriculum, shaped by industry feedback, covers the most critical and in-demand marketing skills. 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
And Much More

CAREER STATS

RECENT EMPLOYERS

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

CONTACT US

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

CUSTOMIZATION OPTIONS

CONCENTRATIONS	Tailor your studies to your career goals by selecting from one of four concentrations, including digital marketing technology (STEM-designated*), marketing analytics (STEM-designated*), marketing leadership and custom.
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.

**Pending University approval.*

CAREER OUTCOMES

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

- ACCOUNT EXECUTIVE
- DIGITAL MARKETING STRATEGIST
- MARKETING MANAGER
- PRODUCT DEVELOPMENT MANAGER
- SOCIAL MEDIA ANALYST