

MARKETING, MS

Contact

Whitman Graduate Programs, busgrad@syr.edu

Description

Marketing is the business function of creating, communicating and delivering value to customers with whom the firm seeks to establish and maintain profitable long term relationships. Effective marketing in today's dynamic and complex market place requires sophisticated strategic thinking that creatively matches a firm's unique capabilities with profitable market opportunities based upon solid analysis of market data and coordinated implementation of product, pricing, distribution and promotion policies. The Master of Science in Marketing degree program focuses on rigorous development of these competencies to prepare current and aspiring marketing professionals to play leading roles in the field of marketing. Students who have satisfactorily completed any of the management foundation courses before entering the program may substitute courses(s) from the list of approved courses.

Degree awarded: MS in Marketing

Total Credits Required: 30

Transfer Credit

6 Credits in business coursework can be transferred from AACSB accredited schools with the approval of the Whitman graduate office.

Part-Time Study

U.S. citizens may pursue this program on a part-time basis.

Satisfactory Progress

Students are required to have a 3.0 grade point average or higher to maintain satisfactory progress.

Student Learning Outcomes

1. Our graduates will understand the role of the Marketing function and its relationship to other business functions.
2. Our graduates will be able to use information about a firm's competencies, competition, and customers to develop recommendations for marketing decisions.
3. Our graduates will understand how Marketing managers utilize the firm's resources to create, deliver, and communicate value for customers, and capture value for the firm.
4. Our graduates will be able to gather, manipulate, and analyze data in order to design solutions for marketing problems.
5. Our graduates will be able to apply industry-standard frameworks, tools, and technologies to facilitate the marketing problem solving process.

Code	Title	Credits
Foundation Course		
MBC 638	Data Analysis and Decision Making	3
Marketing Core Courses		
MBC 636	Marketing Management	3
MAR 754	Seminar in Marketing Research	3
Marketing Core Selective Courses		

Select two of the following: 6

MAR 745	Strategic Brand Management
MAR 755	Marketing Communications Strategy
MAR 757	Managing Innovative Products and New Ventures

Selective Courses

Select five of the following: 15

MAR 652	Pricing Strategies for Products and Services
MAR 653	Marketing Analytics
MAR 654	Digital Marketing Analytics
MAR 721	Marketing and the Internet
MAR 756	Market Measurement and Analysis
MAR 600	Selected Topics

Third course from the "marketing core selective courses" or another irregularly offered marketing elective

Total Credits 30

Under special circumstances and with the approval of the faculty advisor, students may be permitted to take no more than one non-marketing courses.