

# Marketing Master's Degree Program

The Master of Science (M.S.) in Marketing Program, offered through Stonehill's Meehan School of Business, provides the expertise and knowledge needed to advance and lead in an ever-evolving 21st-century marketing environment.

Apply by May 10! Fully online and hybrid options available.

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## PROGRAM TYPE

Graduate & Professional Studies

## DEGREES OFFERED

M.S.

## MODE OF STUDY

Online, Hybrid

## DEPARTMENT

## SCHOOL

First Name\*

Last Name\*

Email Address\*

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Phone Number\*

# An Affordable Master of Science Program for Career Advancement



Program of Interest\*

\$863/credit or \$2,589 per course (30 credits total)

\$25,890 tuition

No GMAT required

AACSB-accredited business program

## A Marketing Master's Built for Tomorrow's Opportunities

The Stonehill College master's degree in marketing provides graduates with the in-demand skills needed to take on complex real-world issues. The program allows professionals to future-proof their careers in a rapidly evolving digital, data-driven marketing profession that requires innovation and strategic thinking.

Along with direct skills in marketing, the curriculum is intended to develop communication skills and decision making, a deeper and nuanced understanding of organizational structure, and pertinent leadership skills to manage both projects and individuals. It allows graduates to apply what they learn to their field of interest – including graphic design, e-commerce, sports marketing and marketing analytics.

## In this program, you will:

- Master the essential foundations of marketing
- Harness the power of digital marketing and social media marketing
- Ignite creativity in developing marketing strategy
- Explore cultural and global perspectives in marketing strategy
- Craft winning marketing strategies with confidence

## Select a Pathway To Meet Your Career Goals

All marketing students are required to take five core courses and five courses for their chosen pathway. This approach gives students the flexibility to select the pathway that best meets their career goals and interests, allowing them to specialize in a particular area.

### Digital Marketing

The digital marketing pathway allows students to strengthen their strategic and practical skills in key digital marketing areas, including data analysis and metrics, social media, digital storytelling, ethics and privacy issues, email marketing, online advertising, search engine optimization (SEO), and strategic uses of internet technologies.

Learn more about the digital marketing pathway (<https://www.stonehill.edu/programs/ms-in-marketing/digital-marketing/>).

## Experiential Marketing

The experiential marketing pathway provides a strong foundation in understanding customers and meeting their needs through a variety of online and offline marketing initiatives.

Learn more about the experiential marketing pathway (<https://www.stonehill.edu/programs/ms-in-marketing/experiential-marketing/>).

## Marketing Analytics

The marketing analytics pathway ensures marketers gain the in-demand skills to analyze and extract data and use it to inform their decision-making across online and offline initiatives.

Learn more about the marketing analytics pathway (<https://www.stonehill.edu/programs/ms-in-marketing/marketing-analytics/>).

## Data Analytics

The data analytics pathway prepares marketers to analyze and extract data from a variety of sources and use it to develop actionable strategies that improve business results.

Learn more about the data analytics elective pathway (<https://www.stonehill.edu/programs/ms-in-marketing/data-analytics/>).

## Individually Designed

The individually designed pathway provides an opportunity to design a custom set of electives in a focus area important to a student's unique growth and goals. Students will choose electives from among the graduate programs at Stonehill to strengthen their skills in data analytics and specialized marketing areas.

Learn more about the individually designed pathway (<https://www.stonehill.edu/programs/ms-in-marketing/individually-designed/>).

**“ This program provides the critical thinking skills needed to succeed in a marketing career, and a strong foundation in key areas like digital marketing, creative thinking, marketing analytics and marketing strategy. Graduates will be well-equipped to face current marketing challenges, contribute to their organizations and grow professionally.”**

**KRISTIN MCGILLICUDDY**

Marketing Master's Degree Program Director



# Stonehill Marketing M.S. Advantages

Our Marketing Master's Degree Program is designed specifically to maximize career value and minimize the challenges of balancing professional, personal and academic goals. Beyond a curriculum built to deepen students' understanding of the field, the program also provides a unique opportunity to network with classmates from a wide array of fields and gain access to industry leaders through professional development events and our expert guest speaker series.

Students can choose to attend part time or enter our one-year accelerated program; both options can be completed fully online or with a mix of in-person and online classes.

## Key Program Advantages

Accelerated (one-year) or part-time options with evening classes and the flexibility of three entry points: fall, spring and summer

Students select an elective pathway that reflects their career goals and interests

In-person, online and hybrid course options

Flexible schedule designed to meet the needs of working professionals

Courses (<https://www.stonehill.edu/programs/ms-in-marketing/courses/>) guided by accomplished marketing professionals, known for their extensive industry experience and research

AACSB International accreditation, a highly esteemed designation shared by few programs



## AACSB Accredited

Stonehill's business program is accredited by AACSB International, placing us within an elite group of higher education institutions that make up less than 5% of the world's business schools.

## A Growing Demand for Marketing Professionals

According to the U.S. Bureau of Labor Statistics (BLS), advertising, promotions and marketing manager careers will grow 6% through 2032, which is faster than the average for all occupations.

**\$138,730**

### **AVERAGE ANNUAL SALARY**

The median annual salary for advertising, promotions and marketing managers overall is \$138,730, according to the BLS.

# 6%

## **JOB GROWTH**

According to the BLS, the growth rate for marketing professionals through 2032 is 6%, which is considered to be faster than the average for all occupations.

# 34,000

## **JOB OPENINGS**

According to the BLS, an average of 34,000 openings for advertising, promotions and marketing managers is projected each year for 2023 to 2032.

# Recent Accolades

Organizations involved in assessing U.S. colleges and universities continually cite Stonehill as being among the best in the nation when it comes to value, outcomes and a commitment to making the world a better place. [See full list of accolades](https://www.stonehill.edu/about-stonehill/accolades/) (<https://www.stonehill.edu/about-stonehill/accolades/>).

[\(https://www.stonehill.edu/news/details/wall-street-journal-s-new-value-added-formula-rockets-stonehill-higher-in-national-rankings/\)](https://www.stonehill.edu/news/details/wall-street-journal-s-new-value-added-formula-rockets-stonehill-higher-in-national-rankings/)

WSJ “Value Added” Formula Rockets

Stonehill Higher in Rankings →

[\(https://www.stonehill.edu/news/details/wall-street-journal-s-new-value-added-](https://www.stonehill.edu/news/details/wall-street-journal-s-new-value-added-formula-rockets-stonehill-higher-in-national-rankings/)

[street-journal-s-new-value-added-formula-rockets-stonehill-higher-in-national-rankings/\)](https://www.stonehill.edu/news/details/wall-street-journal-s-new-value-added-formula-rockets-stonehill-higher-in-national-rankings/)

Stonehill moved up 62 places in this year’s WSJ “America’s Best Colleges 2024” rankings, putting it in the top 12 among Massachusetts schools and top 6% nationally.

[\(https://www.stonehill.edu/news/details/princeton-review-ranks-stonehill-in-top-20-for-quality-of-life/\)](https://www.stonehill.edu/news/details/princeton-review-ranks-stonehill-in-top-20-for-quality-of-life/)

Princeton Review Ranks Stonehill in

Top 20 in U.S. for Quality of Life →

[\(https://www.stonehill.edu/news/details/princeton-](https://www.stonehill.edu/news/details/princeton-review-ranks-stonehill-in-top-20-for-quality-of-life/)

[review-ranks-stonehill-in-top-20-for-quality-of-life/\)](https://www.stonehill.edu/news/details/princeton-review-ranks-stonehill-in-top-20-for-quality-of-life/)

After considering input from 165,000 students at colleges and universities across the country, The Princeton Review recently ranked Stonehill College 19th out of 389 schools for quality of life.

[\(https://www.stonehill.edu/news/details/money-magazine-ranks-stonehill-among-most-elite-colleges-in-u-s/\)](https://www.stonehill.edu/news/details/money-magazine-ranks-stonehill-among-most-elite-colleges-in-u-s/)

Money Magazine Ranks Stonehill

Among Most Elite Colleges in U.S. →

[\(https://www.stonehill.edu/news/details-](https://www.stonehill.edu/news/details/money-magazine-ranks-stonehill-among-most-elite-colleges-in-u-s/)

[magazine-ranks-stonehill-among-most-elite-colleges-in-u-s/\)](https://www.stonehill.edu/news/details/money-magazine-ranks-stonehill-among-most-elite-colleges-in-u-s/)

Less than 20% of the 700 schools on Money’s 2023 Best College list, including Stonehill, received 4.5 stars or higher in the magazine’s 5-star rating system.

# A Marketing Master's With a Moral Compass

At the heart of every Stonehill program is the College's mission: to help create a more just and compassionate world.

Students in our Master of Science in Marketing Program gain the ability to enhance their professional capacity and their careers in a culture that prizes global citizenship and civic engagement. It is a foundation that allows graduates to address systemic and societal issues through the lens of marketing.

## Learn From Professors Who Are Seasoned Practitioners in the Field

The Marketing Master's Degree Program draws on Stonehill's exceptional faculty and experts (<https://www.stonehill.edu/programs/ms-in-marketing/marketing-master-s-faculty/>), who are highly regarded in the industry for their creativity and networking skills. From research on the impact of social media to presentations for companies such as Target and Amazon, all faculty members bring with them extensive experience and a distinct knowledge of their field. As a graduate student at Stonehill, you will have the opportunity to learn from and work alongside other professionals who are also looking to advance their careers.

(<https://www.stonehill.edu/faculty-staff-directory/expert-details/lee-mcginnis/>)

(<https://www.stonehill.edu/faculty-staff-directory/details/kristin-m-mcgillicuddy/>)

(<https://www.stonehill.edu/faculty-staff-directory/expert-details/eddie-rhee/>)

[Lee McGinnis](#) →

(<https://www.stonehill.edu/faculty-staff-directory/expert-details/lee-mcginnis/>)

Lee McGinnis has several years of marketing experience, including working at upscale resorts and casino properties. A great deal of his research is focused on growing the game of golf, and his dissertation focused on growing the game among women. Along with his golf research, McGinnis has done extensive work on underdogs in other sports, society and business.

[Kristin McGillicuddy](#) →

(<https://www.stonehill.edu/faculty-staff-directory/details/kristin-mcgillicuddy/>)

Kristin McGillicuddy has 24 years of marketing experience in senior marketing and higher education positions. Her experience includes management and consulting work in the areas of marketing strategy, product development, business development, innovation, integrated marketing communications, sales, marketing research and brand management.

[Eddie Rhee](#) →

(<https://www.stonehill.edu/faculty-staff-directory/expert-details/eddie-rhee/>)

Eddie Rhee's research interests are in the areas of medical marketing, multichannel strategy, customer communication strategy in database marketing and customer relationship management. He has published articles in the Journal of the Academy of Marketing Science, Journal of Interactive Marketing, Journal of Database Marketing and Customer Strategy Management, and Advances in Business and Management Forecasting.

## Contact Graduate & Professional Studies

[Graduate & Professional Studies Admission](#) →

(<https://www.stonehill.edu/apply-for-admission/graduate-studies/>)

[grad@stonehill.edu](mailto:grad@stonehill.edu) (<mailto:grad@stonehill.edu>)

[508-565-1600](tel:5085651600) (tel:[5085651600](tel:5085651600))

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Graduate & Professional Studies Admission assists students as they explore graduate and professional opportunities offered at Stonehill College.

Kristin M. McGillicuddy → (<https://www.stonehill.edu/faculty-staff-directory/details/kristin-m-mcgillicuddy/>)

Director of Graduate Program and Instructor of Marketing, Marketing Master's Degree Program Director

[kmcgillicuddy@stonehill.edu](mailto:kmcgillicuddy@stonehill.edu) (<mailto:kmcgillicuddy@stonehill.edu>)

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(<https://www.stonehill.edu/faculty-staff-directory/details/kristin-m-mcgillicuddy/>)

## ***RELATED LINKS***

**MARKETING, M.S. →**

**([HTTPS://WWW.STONEHILL.EDU/PROGRAMS/MS-IN-MARKETING/](https://www.stonehill.edu/programs/ms-in-marketing/))**

**DIGITAL MARKETING GRADUATE CERTIFICATE →**

**([HTTPS://WWW.STONEHILL.EDU/PROGRAMS/DIGITAL-MARKETING-GRADUATE-CERTIFICATE/](https://www.stonehill.edu/programs/digital-marketing-graduate-certificate/))**

**EXPERIENTIAL MARKETING GRADUATE CERTIFICATE →**  
**([HTTPS://WWW.STONEHILL.EDU/PROGRAMS/EXPERIENTIAL-MARKETING-GRADUATE-CERTIFICATE/](https://www.stonehill.edu/programs/experiential-marketing-graduate-certificate/))**

**MARKETING ANALYTICS GRADUATE CERTIFICATE →**  
**([HTTPS://WWW.STONEHILL.EDU/PROGRAMS/MARKETING-ANALYTICS-GRADUATE-CERTIFICATE/](https://www.stonehill.edu/programs/marketing-analytics-graduate-certificate/))**

**DATA ANALYTICS GRADUATE CERTIFICATE →**  
**([HTTPS://WWW.STONEHILL.EDU/PROGRAMS/DATA-ANALYTICS-GRADUATE-CERTIFICATE/](https://www.stonehill.edu/programs/data-analytics-graduate-certificate/))**

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