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ON-CAMPUS

M.S. IN MARKETING

GET STARTED: M.S.

M.S. Admissions

Master's Application Checklist

M.S. Costs & Financial Aid

Effective marketing in today's dynamic and complex marketplace 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 STEM-designated Master of Science in Marketing (MSM) degree program focuses on the rigorous development of these competencies to prepare current and aspiring marketing professionals to play leading roles in the field. The program consists of business foundation courses, required marketing core courses, selective courses and electives, for 30 credits.

Syracuse University has an international reputation for excellence as a private research university and allows you to tailor your studies to align with your specific career interests. Located near New York City, the Whitman School can help you expand your learning with real-world experiences in one of the world's major cities.

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SCHOLARSHIPS

Most, if not all, master of science students are eligible for merit-based scholarships. All Whitman School scholarships are awarded based on merit and the qualifications shown on a student's admission application. Applicants are not required to apply separately for merit-based scholarships.

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AT A GLANCE

Rankings & Designations



Many of our master's programs carry STEM designation.

#63

2024 MBA Programs,
U.S. News & World Report

Experience



Interested in online?

Deadlines

JAN 15	Early Application	APPLY
MAR 15	Regular Application	VISIT
APRIL 15	Final Application	CONTACT
FALL '24	Classes Begin	

Costs

\$1,872

per credit

COST BREAKDOWN	FINANCIAL AID
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Notable Employers

TikTok
World Journal

Sample Roles

Product Marketing Manager
Partnership Marketing Manager
Senior Associate of Digital

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PROGRAM TIMELINES

There are three ways to complete your degree -- in as little as nine months to as many as 21 months.

To view course descriptions for each of the Master of Science in Marketing courses listed below, be sure to visit the online course catalog.

The program has a rigorous curriculum, preparing current and aspiring marketing professionals to play leading roles in the field of marketing.

VIEW THE MARKETING CURRICULUM

9 Months

30 credits

Fall	15 Credits
Spring	15 Credits

16 Months

30 credits

Fall	9 Credits
Spring	9 Credits
Summer Internship	3 Credits
Fall	9 Credits

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21 Months

30 credits

Fall	9 Credits
Spring	9 Credits
Fall	9 Credits
Spring	3 Credits



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MASTER'S ADMISSIONS

Meet with our team to see how you fit as a master's candidate at the Whitman School!

MEET WITH US

SUPPORT FOR YOU

Master's Advising

At Whitman, we are committed to your success. Find your path with the help of one-on-one guidance from your academic advisor. Forge new connections with students, staff and faculty across the Whitman community.

Graduate Advising

Master's Career Services

Develop your personal career plan with the help of one of our experienced career advisors. Leverage our professional development workshops, personal coaching sessions and practice interviews to set you on the path towards a successful career.

Career Services

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WHAT DOES THE M.S. MARKETING ON-CAMPUS GRADUATE PROGRAM INCLUDE AT THE WHITMAN SCHOOL? WHAT CLASSES DO THEY TAKE? HEAR FROM FACULTY WHO CAN WALK YOU THROUGH IT, AS WELL AS WHAT YOU MAY DO WITH THE MAJOR AFTER YOU GRADUATE.

REAL WORLD EXPERIENCES

Enhance your learning experience, develop your core business knowledge and apply your leadership skills through real-world applications. Whitman offers a variety of learning experiences to prepare and engage beyond the classroom.

EXPERIENTIAL LEARNING

“The people and resources at Whitman have allowed me to further develop real world skills that I will use for the rest of my career.”

READ PROFILE

Master's in Marketing

Syracuse University's Maxwell and
Whitman Schools Launch New Joint
Graduate Program in Sustainable
Organizations and Policy >

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JANUARY 26

Whitman Graduate Programs Tour



CAN'T GET WHITMAN TO SEE THE BUILDINGS FOR YOURSELF? JOIN THESE WHITMAN GRADUATE STUDENTS WHO WILL SHOW YOU ALL OF THE FEATURES OF OUR SPECIAL BUILDING AT WHITMAN, AND THEIR FAVORITE PLACES TO BE AND STUDY.

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HAVE ANY QUESTIONS?

We're here to help you become part of Whitman! Take your next step to enroll in our world-class M.S. programs.



Call Us

1 (315) 443-4327



Email Us

busgrad@syr.edu



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Whitman School
of Management

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(315) 443-3751

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