



STONEHILL COLLEGE

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Master's in Marketing: Experiential Marketing Pathway

Stonehill's master's degree in marketing with a focus in experiential marketing ensures marketers gain the in-demand skills to understand customers and enhance the customer experience.

First Name*

Last Name*

Email Address*

Phone Number*

A Master's Degree in Marketing With a Focus in

Experiential Marketing

Stonehill's master's degree in marketing (<https://www.stonehill.edu/programs/ms-in-marketing/>) provides students with the expertise and knowledge needed to advance and lead in an ever-evolving 21st-century marketing environment.

The experiential marketing pathway provides a strong foundation in understanding customers and meeting their needs through a variety of online and offline marketing initiatives. Students will gain strategies for ensuring a memorable and positive customer experience (CX) as they engage with an organization's websites, social platforms, events and materials, among other touchpoints.

In this pathway, students will:

- Gain a deep understanding of the target customer as they develop marketing initiatives, events and interactions

- Understand how to use tools like graphic design, social media and events to strengthen the customer experience

- Recognize the role of data and its contribution to visualization and storytelling in enhancing the customer experience

All marketing master's students are required to take five core courses (<https://www.stonehill.edu/programs/ms-in-marketing/courses/>) as well as five elective courses to complete their program. For the experiential marketing pathway, courses such as *Strategic Event Planning & Management* and *Buyer Behavior* ensure marketers gain a strong foundation in understanding customers and ensuring a positive experience through each touchpoint in the customer journey.

Sample Courses

MKT 623

Strategic Event Planning & Management

Students will identify current and emerging career opportunities in the field of event management. They will learn relevant strategic, organizational communication theory as it relates to event planning and will gain significant practice in planning, designing and critiquing events through hands-on experience. Students will analyze ways in which organizations communicate their image and message through events and promotions, while considering key issues facing the event industry in today's global society.

MKT 505

Buyer Behavior

The buyer behavior course examines the consumer decision process and the effect on consumer decision-making of external environmental influences (culture, subculture, social class, reference groups, family, and personal influences) and of internal

psychological influences (personality and lifestyle, learning, motives, perception, and beliefs and attitudes). Applications of psychological, sociological, anthropological, and economic theories and models to the understanding of buyer behavior and the development of a marketing strategy.

MKT 620

Role of Graphic Design in Marketing

Students will be introduced to the contributions and potential of a graphic designer as part of a marketing team. The workflow, the technological tools utilized, useful terminology and project pacing will be covered. Students will be exposed to the visual problem-solving angle within marketing. In addition, basic design principles and the ability to identify effective design modules will be introduced.

The Experiential Marketing Advantage

Experiential marketing extends beyond the traditional promotion of products and services, and it engages customers through sensory experiences that allow customers to interact with a brand in a new way. Marketers are incorporating these strategies to ensure more meaningful and memorable customer experiences and stand out from the competition.

\$97,871

AVERAGE SALARY

According to Salary.com, the average salary for an experiential marketing manager in Massachusetts is up to \$97,871.

91%

CONSUMERS MORE INCLINED TO PURCHASE

According to research by EventTrack, 91% of consumers say they are more inclined to purchase a brand's product or service after participating in a brand experience, and 40% felt they become more loyal to the brand.

Earn a Graduate Certificate in Experiential Marketing

For marketers looking to expand their knowledge in the field, Stonehill offers a five-course professional certificate in experiential marketing (<https://www.stonehill.edu/programs/experiential-marketing-graduate-certificate/>). This certificate builds on a base of marketing knowledge and experience. It focuses on strategies for ensuring a positive customer experience as targets engage with an organization's websites, social platforms, events and marketing materials, among other customer touchpoints.

If a student completes the Experiential Marketing Graduate Certificate and wishes to pursue their master's degree in marketing, these courses can be applied toward the master's degree.

UPCOMING EVENTS

MAR 12

MAR 23

APR 10