



Syracuse University

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The online MBA program offered by Syracuse University's Martin J. Whitman School of Management, students can access the top-ranked program¹ from anywhere while continuing to work. Through live online classes, interactive content and in-person learning experiences, students can advance into marketing leadership roles.

Why Specialize Your Master's Degree in Marketing?

In Syracuse University's Marketing Management specialization, students prepare for roles managing marketing and sales operations for an organization. Business students examine how firms complete the following:

Creating value by utilizing customer insights

Forging creative and competitive strategies

Building customer relationships

Optimizing lifetime customer value

Creating new products

Implementing targeted pricing, distribution, and promotional plans

Online Marketing Management Curriculum

All students will take 36 credits of core courses, one of which includes Marketing Management. To fulfill the specialization, students will take three marketing-focused elective courses. They must take Marketing Research and choose two others from the following:

- Strategic Brand Management
- Managing New Product Development
- Marketing Analytics

Students can complete the online business master's degree program with a Marketing Management specialization in 24 months.

Marketing Management Learning Outcomes

After completing the marketing specialization courses, students will have developed the following:

- A thorough understanding of the systematic processes that lead to effective marketing strategies for launching and managing new and existing brands
- Comprehensive skills necessary for identifying market opportunities and gaining customer insights through market research and data analysis that lead to the creation of profitable long-term relationships with customers

- Hands-on experience implementing and evaluating the marketing mix, taking full advantage of the marketing tools in online and offline spaces

Get Started Today

Ready to advance your career in business and marketing? Request information today to see how an MBA from Syracuse University can help you reach your career goals.

[Request Information](#)

Admissions

The Whitman School seeks motivated applicants who will apply management and marketing skills to advance their careers and organizations. GMAT scores are not required to apply. [See upcoming application deadlines.](#)



Recognition for Syracuse University's Top-Ranked Online MBA

Through the online MBA program, students around the world have the chance to advance their careers and learn from distinguished expert faculty. Recognized for alumni outcomes and career preparation, Syracuse University and the online MBA program are top-ranked by leading publications.

#1

Private School for Veterans Ranked by *The Military Times* in 2020²

Top 30

Best Online MBAs Ranked by The Princeton Review in 2021¹

Featured Whitman Faculty

The expert faculty in the Whitman School of Management bring their academic knowledge and practical experience into the classroom. Meet some of the faculty who teach courses for the Marketing Management specialization.



Sue Smith

Assistant Professor of Marketing Practice

Professor Smith's research interests include marketing, the electrical industry, business-to-business marketing and wholesale supply. She teaches courses on marketing fundamentals, new product innovation, and marketing and sales management in the B2B markets and channels.



Eunkyu Lee

Professor of Marketing

Professor Lee's primary research interests include marketing channel strategy, product category management and consumer survey methodology. He has published on a variety of topics in these areas, such as movie channel contracts, retail management and mixed channel structures.

See what Professor Lee has to say about the Marketing Management specialization.

Marketing Management Specialization



Take the Next Step

Ready to improve your marketing management skills and make a difference for your organization? Request information about the online MBA with a Marketing Management specialization today.

[Request Information](#)

Online and In-Person Learning

The online MBA program enables students to earn a top-ranked MBA from anywhere through live online classes and interactive, self-paced coursework. **In live classes, students discuss and debate business and marketing trends.** These discussions are informed by multimedia content that students complete weekly at their own pace.

MBA students also have experiential learning opportunities through three in-person residencies. Similar to business conferences, these immersive, multiday events are held in major cities around the world and give students the opportunity to network and apply their skills.

Several past residencies have focused on marketing management topics, such as a recent residency exploring sales management and an international residency themed around global innovation and marketing in Korea.

Career Services

Our online MBA students are ambitious professionals who are determined to become leaders in their fields. With the help of Syracuse University's Career Services, which includes career coaching, resume review and interview preparation, students gain the skills and credentials to reach their goals before and after graduation.

Featured Marketing Management Students and Alumni

Students in the Marketing Management specialization are applying relevant skills in their business and marketing careers. Meet some of the marketing-focused graduates of the online MBA program.

Matt Cavanaugh, Class of 2015

Business Development at Innovative Defense Technologies

Matt decided to pursue an MBA just after he received a marketing analyst position because his employer strongly encouraged earning a master's degree to keep moving forward. One of his favorite courses was Marketing Management, where he explored marketing strategies of various companies.

Kati Isaacson, Class of 2018

First Vice President, Marketing, Florida Division, at Valley National Bank

Kati's career has revolved around advertising and marketing, and she went for her MBA to learn more about the finance and business industries. She described the program as "challenging yet rewarding" and has been able to apply something she has learned in every course to an aspect of her personal or professional life.

Career Outlook in Marketing Management

The Bureau of Labor Statistics projects that overall employment of advertising, promotions and marketing managers will grow 8 percent from 2018 to 2028, faster than the average for all occupations.³

Careers in Marketing

Graduates of an MBA program with a specialization in Marketing Management can pursue careers in advertising, sales, market research, public relations and more. Below are some examples of positions these graduates may hold:

Advertising managers

Advertising managers create interest among potential buyers of a product or service.

Media directors

Media directors determine how an advertising campaign reaches customers.

Account executives

Account executives manage external or internal clients' accounts.

Promotions managers

Promotions managers direct programs that combine advertising with purchasing incentives.

Marketing managers

Marketing managers identify potential markets and develop pricing strategies.

Art directors

Art directors create the overall design of a project and direct artwork and layout development.

Market research analysts

Market research analysts study market conditions to determine potential sales.

Public relations managers

Public relations managers direct the creation of material that will enhance their client's public image.

Sales managers

Sales managers set sales goals, analyze data and develop training programs for sales representatives.

Become the Next Success Story

**How can an online MBA from Syracuse University help you reach your goals?
Request information today to learn more about Syracuse University's online MBA
with a specialization in Marketing Management.**

Request Information

Help us get to know you better by filling out the brief form below. A member of our community will be in touch soon to connect and we will email you with information about the program.

Step 1 of 4

How many years of work experience do you have?

— Select —

Next Step

¹ The Princeton Review, Top 50 Online MBA Programs 2021 (Retrieved January 2021) [↑](#)

² *The Military Times*, [Best for Vets: Colleges 2020 4-Year Schools](#) [↗](#) (Retrieved July 2020) [↑](#)

³ U.S. Bureau of Labour Statistics, [Financial Managers Outlook](#) [↗](#) (Retrieved July 2020) [↑](#)

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