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Program At A Glance

About the Master's in
Marketing at Loyola

Why Choose Loyola for Your
Master's Degree in Marketing?

Marketing MS

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- Master's in Marketing: Career Connections
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- Curriculum and Program Outcomes
- Master's in Marketing Results and Skills
- Costs, Scholarships, and Aid
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- Visit and Connect With Us
- Application Process

DEGREE TYPE

Masters

AVAILABILITY

Part-Time or Full-Time

START TERM

Fall, Spring

DELIVERY FORMAT

On-Campus

COLLEGE/SCHOOL

Quinlan School of Business

PROGRAM CONTACT

Eve Geroulis

[APPLY NOW](#)[REQUEST INFO](#)**Contact Us****Call:** 312.915.7900**Email:** gpem@luc.edu

About the Master's in Marketing at Loyola

Accelerate your career in the dynamic field of 21st century marketing.

Loyola's Master of Science in Marketing (MSM) degree integrates creativity with analytics and strategy with insight. An MSM degree from Quinlan provides a globally recognized credential, a classroom experience with a diverse network of professionals from the business world, and the leadership and business expertise needed for 21st century success.

Our focused and in-depth curriculum prepares you to:

- Develop the creative and strategic skills you need to lead and innovate in the diverse, digital, and dynamic marketing field.
- Learn marketing strategies that deliver brand growth and a competitive advantage in a time of sweeping economic, environmental, and social change.
- Gain essential technical business skills for today's global economy.
- Learn to ask the questions that are important to humanity as you harness the power of marketing to promote positive social change.

Class Profile: A Community of Inspiring Peers

Our students bring a broad range of academic and professional experience. Many students with undergraduate degrees in journalism,

This diversity creates an engaging and spirited class dynamic and offers many opportunities to collaborate with and learn from a community of inspired — and inspiring — peers.

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Program Structure

[Program At A Glance](#)

In keeping with the latest career opportunities in marketing, the MSM degree offers three tracks for specialization:

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[Marketing at Loyola](#)

- Digital Marketing Analytics
- Integrated Marketing Communications
- Supply Chain Management

[Master's Degree in Marketing?](#)
[Meet the Faculty](#)

All three tracks have a 12-course curriculum (comprised of six core classes and six electives, depending on the degree track) with 3 prerequisite courses. Courses are offered in a 10-week quarter system and you may begin in the Fall or Spring quarter.

[Master's in Marketing: Career Connections](#)
[Loyola Stories](#)

The master of marketing degree can be pursued **full-time** or **part-time** and can be completed in 12-16 months depending on which schedule is the best fit for you.

[Curriculum and Program Outcomes](#)
[Master's in Marketing Results and Skills](#)

Classes are held weekday evenings at Loyola's **Water Tower Campus**, conveniently located off the Red Line in the heart of Chicago.

Classes meet evenings during the week from 6 p.m. to 9 p.m., with some classes offered online or on Saturdays.

[Costs, Scholarships, and Aid](#)
[Appointments and Events](#)

Are You A Current Loyola Undergrad?

This program is eligible for an Accelerated Bachelor's to Master's degree. Earn a Master's with only one extra year of study following the completion of your eligible undergraduate degree.

[LEARN MORE](#)

Why Choose Loyola for Your Master's Degree in Marketing?


The Quinlan School of Business is among the 5% of global business schools that meet the rigorous standards of **AACSB international accreditation**.

[Expand All +](#)

Nationally ranked

Our MSM degree program is nationally recognized as No. 23 in the nation by U.S. News and World Report, 2024.

Earning your master's in marketing from a **nationally ranked business school** with a tradition of academic excellence delivers an outstanding return on investment. You'll earn a degree — and gain experience — that can propel your career.

 Graduate & Professional Admission	Explore Programs	Getting Started	Why Loyola
In-demand STEM designation			+
Faculty			+
Skills matched to today's marketing needs			+
A curriculum with a professional focus and global perspective			+
An emphasis on ethics and value-based leadership			+
Non-degree option to test your interest			+
The Quinlan connection			+

Outcomes

Master's in Marketing Results and Skills

Costs, Scholarships, and Aid

Appointments and Events

Visit and Connect With Us

Application Process

Meet the Faculty

Loyola is proud to have talented and nationally-recognized scholar-teachers as part of our diverse community of exceptional faculty, students and staff. Loyola faculty are known for their commitment to teaching, the dissemination of knowledge through innovative and interdisciplinary scholarly research, and a commitment to social justice and cura personalis, or care for the whole person. Visit the Quinlan School of Business faculty and staff directory to learn more about the teachers and mentors involved with the Marketing MS program.

FACULTY AND STAFF

Master's in Marketing: Career Connections

The demand for marketing professionals with proven skills in marketing strategy and analytics training continues to increase. This growing need translates into many career opportunities for qualified professionals.

The marketing job outlook for Chicago through 2026 is projected to grow 10% faster than the average growth rate for all occupations, according to the U.S. Department of Labor.

Over the last three years, our graduates have been hired by Deloitte, Google, Harley Davidson, Leo Burnett, McDonald's, Ogilvy One, and PepsiCo, among other corporations in the Chicago area, across the nation, and around the world. These graduates work across industry sectors in roles that range from advertising and brand managers to consumer researchers and digital analysts.

MS in Marketing graduates are excellent candidates for careers in the following areas:

Digital Marketing Analytics Track

- Digital marketing analyst
- Data analyst
- Marketing analyst
- Marketing research analyst
- Email marketing specialist
- SEO specialist

Integrated Marketing Communication (IMC) Track



Supply Chain Track



Because Loyola is a member of the Jesuit network of 27 colleges and universities nationwide, our graduates can receive career services at [Quinlan's Business Career Services](#), as well as at career centers at U.S. Jesuit colleges and universities.

Job Outlook

The [Bureau of Labor Statistics \(BLS\) Occupational Outlook Handbook](#) is a good place to start exploring the job outlook and pay potential for specific careers and fields that interest you.

Loyola Stories



Life-changing study abroad in Southeast Asia

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Curriculum and Program Outcomes

Program At A Glance

While courses for the Marketing MS program may vary from quarter to quarter, Loyola's extensive Academic Catalog will always house the official listing of courses, programs of study, academic policies, degree requirements, and specialization or concentration options.

About the Master's in Marketing at Loyola

Why Choose Loyola for Your

Master's Degree in Marketing

Additionally, this resource will provide Marketing MS learning outcomes, showcasing the commitment to specific skills and growth graduates can expect to achieve following completion of the program.

Meet the Faculty

2023-2024 CATALOG

Master's in Marketing: Career Connections

- Marketing MS

Loyola Stories

BROWSE ACADEMIC CATALOG

Curriculum and Program Outcomes

Master's in Marketing Results and Skills

As a Quinlan MSM degree student, you will build a strong foundation in:

- Marketing finance
- Strategic planning
- Brand leadership
- Digital and social content development
- Leadership and ethics
- Database analytics
- Sustainable business leadership
- Global campaign development

Costs, Scholarships, and Aid

Loyola University Chicago is committed to making your graduate and professional studies a reality. Our [Cost & Financial Aid](#) page can help better inform you about the costs and potential funding opportunities through scholarships, loans, and aid for graduate and professional education.

If you are a current Loyola undergraduate or recent alum, you may be eligible for a Returning Rambler discount. Learn more and see if you qualify on our [Returning Rambler Scholarship](#) page.

Tuition and Costs

The estimated tuition and fees for the Marketing MS totals \$60,660.00, or 36 credit hours at a cost of \$1,685.00 per credit hour. Please

Tuition and Fees from the Office of the Bursar.

ON THIS PAGE:

Quinlan School of Business Scholarships

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Dean's Merit Scholarship

The Quinlan School of Business automatically considers each student admitted into Quinlan's Next Generation MBA and MS programs for a Dean's Merit Scholarship. Eligibility is determined through a holistic review at the time of admission.

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Graduate Business Student Scholarship

The Graduate Programs Office at Loyola University Chicago awards scholarships to Quinlan graduate students who demonstrate proven academic success and financial need as determined by the Free Application for Federal Student Aid (FAFSA).

Please visit the [Scholarships page](#) on the Quinlan School of Business website for more detailed information about scholarships.

Loyola Stories

Appointments and Events

Whether you're just beginning your search, in the midst of the application process, or eager to explore our graduate and professional programs, our admissions staff is here to assist you every step of the way.

SCHEDULE AN APPOINTMENT

Costs, Scholarships and Aid

Appointments and Events

The Quinlan School of Business offers graduate open houses, information sessions, individual appointments, open Zoom and text sessions, and a multitude of other ways to get to know us better.

ATTEND AN EVENT

Visit and Connect With Us

Application Process

Upcoming Events

FEB

28

05:00PM - 05:45PM

Quinlan Dual Degree Programs (MBA and MS) Information Session

Earn a dual MBA / MS degree in just 2 years! Join Associate Director ...

REGISTER NOW >

MAR

06

12:00PM - 01:00PM

Baumhart Scholars Application Overview

Do you thrive at the intersection of profit and purpose? The B...

REGISTER NOW >

Visit and Connect with Us

With our [visit opportunities](#), you can tour our beautiful Chicago campuses and learn more about Loyola's ties to one of the most prestigious cities in the world.

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Quinlan School of Business

To explore the Quinlan School of Business digitally, follow us on social or read up on our recent news below.

NEWS AND STORIES



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Application Deadlines

[Master's in Marketing Results and Skills](#)

The available start terms and corresponding application deadlines for the Marketing MS are listed below. *Please keep in mind that both the application and the required materials must be submitted by the specified deadline.*

[Costs, Scholarships, and Aid Appointments and Events](#)

Fall: July 15 [Visit and Connect With Us](#)

Spring: January 15 [Application Process](#)

Application Requirements

Application requirements for the Marketing MS include:

- Official Transcripts
- Resume/CV

PREREQUISITE COURSE REQUIREMENTS

This program requires preparation courses before beginning the curriculum, but students who have not completed the designated courses may be admitted to the program and take additional courses to fulfill prerequisite requirements. Learn more about the Marketing MS curriculum and prerequisite courses on the [Marketing MS Academic Catalog page](#).

STATEMENT OF PURPOSE DETAILS


Recommended for applicants with a cumulative GPA under 3.0 and for applicants who may feel that one or more parts of their application is weak, the personal statement provides the admission committee with more insight on your candidacy.


Please discuss how Loyola's Quinlan School of Business degree program and our focus on responsible leadership will prepare you to achieve your career goals. Your statement should be 2-3 pages in length, double-spaced.


Official Documents


Official transcripts are those that are sent directly by the college/university to Loyola University Chicago. Transcripts sent by the student to Loyola are considered unofficial documents, and while they may be utilized for initial review of your application, official transcripts are still required. Official documents should be sent by the institution to gradapp@luc.edu.

<https://gpem.luc.edu/portal/program?name=marketingms>

Ask 

 Summarize

 Explain

 Related papers

Get results

An official English language proficiency exam is required for international applicants whose native language is not English. If you have non-U.S. educational credentials, you are required to submit an official transcript evaluation. **The transcript evaluation cannot be waived.**

Please visit our **International Applicant Requirements** page for specific information regarding the application process for international students.

INTERNATIONAL APPLICANT REQUIREMENTS
About the Master's in Marketing at Loyola

Why Choose Loyola for Your Master's Degree in Marketing?

Start Your Application

Applying online to the Marketing MS program is a swift, uncomplicated, and cost-free process. After submission, you can proceed to send and upload any additional requirements.

APPLY TODAY

Appointments and Events

REQUEST INFORMATION

Program of Interest*

Marketing MS

▼

Your First Name*

Your Last Name*

Your Email Address*

Your Phone Number*

* indicates a required field

By submitting this form, you agree to receive communication from LUC and our representatives about our degree programs via phone, email, and/or text message. You can unsubscribe at any time.



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Application Process

School of Education

School of Communication

School of Continuing and Professional Studies

Parkinson School of Health Sciences and Public Health

School of Law

Stritch School of Medicine

Marcella Niehoff School of Nursing

School of Social Work

School of Environmental Sustainability

Institute of Pastoral Studies

Helpful Links

Bursar's Office

Financial Aid Office

LOCUS

Sakai



Phone: 312.915.7900

Email: g **ON THIS PAGE:**



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312.915.

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