

VISIT

CONTACT

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.

APPLY
VISIT
CONTACT

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.

VISIT

CONTACT

ATA GLANCE

Rankings & Designations



Many of our master's programs carry STEM designation.



Experience



Deadlines

JAN 15
Early Application

VISIT

APPLY

MAR 15

Regular Application CONTACT

APRIL 15

Final Application

FALL'24

Classes Begin

Costs

\$1,872

per credit

COST BREAKDOWN

FINANCIAL AID

Notable Employers

TikTok World Journal

Sample Roles

Product Marketing Manager Partnership Marketing Manager Senior Associate of Digital

APPLY

VISIT

CONTACT

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

9 Credits APPLY Spring

VISIT

3 Credits CONTACT Summer Internship

Fall 9 Credits

21 Months

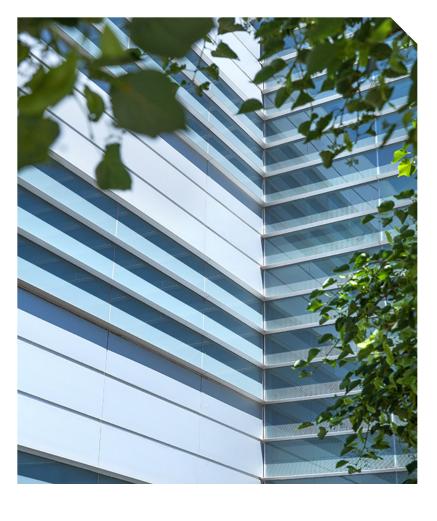
30 credits

Fall 9 Credits

9 Credits Spring

Fall 9 Credits

3 Credits Spring



VISIT

CONTACT

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

APPLY

VISIT

CONTACT

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



VISIT

CONTACT

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

FULL-TIME

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

APPLY

VISIT

CONTACT

JANUARY 26

Whitman Graduate Programs Tour

VISIT

CONTACT

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



JOIN JOS

APPLY

VISIT

CONTACT

Syracuse University
Whitman School
of Management

721 University Avenue, Syracuse University, Syracuse, NY 13244 (315) 443-3751 Give Back to Whitman

Academic Areas

Newsroom

Directory

MyWhitman



VISIT

CONTACT