

MASTER'S PROGRAMS

MARKETING CLASS PROFILE

AVERAGE EXPERIENCE
2-5 YEARS

DEMOGRAPHIC

FEMALE

68%

MALE

32%

AVERAGE GPA

3.07

UNDERGRADUATE INSTITUTIONS

Purdue University

Andhra University - India
Annamalai University
Anna University - India
D J Sanghvi College of Engineering
Hong Kong Polytechnic
KJ Somaiya College of Engineering
Lahore University of Management Sciences - Pakistan
National Cheng Kung University
National Institute of Fashion Technology
National Taiwan University
NMIMS University - India
Peking University - China
SRM Institute of Science and Technology - India
Symbiosis International University
University of Mumbai

GLOBAL CLASS PROFILE

DOMESTIC

New Hampshire

INTERNATIONAL

China
Hong Kong
India
Nigeria
Pakistan
Taiwan

UNDERGRADUATE MAJORS

- Accounting
- Agriculture
- Management Studies - Marketing
- Fashion Technology
- Hotel Management
- Business Administration
- Chemical Engineering
- Commerce
- Computer Science Engineering
- Economics
- Electrical Engineering
- Electronics and Computer Science
- Engineering In Information Technology
- Foreign Languages
- Industrial Engineering
- Information Technology
- Marketing
- Mass Communication
- Media Studies

ALUMNI SPOTLIGHT

“One of the unique aspects of the Daniels School of Business is its emphasis on experiential learning. The school offers a variety of opportunities for students to gain real-world experience through internships, consulting projects, and other hands-on learning activities. This type of practical experience can be invaluable in helping students apply what they learn in the classroom to real-world situations.”

ADITI SHARMA
MS MARKETING '23



SUCCESSFUL

STUDENT ATTRIBUTES

TRUE GRIT

Daniels School students unlock their full potential during their academic journey. Challenges reveal the mettle of a Boilermaker. Our students are tenacious and can be relied upon to see a job through, all while balancing their studies, work and family life.

PIONEERING SPIRIT

At the heart of Purdue University is a passion for discovery, fueled by an entrepreneurial spirit. Daniels School students blaze their own paths, never settling for the status quo.

INITIATIVE

We look ahead and forever move forward. Daniels School master's students apply classroom learning and newly developed skills to their professional development plan and their workplace, creating value for themselves and their companies long before graduation.

THE "IT" FACTOR

Moxie? Check. Magnetism? Check. Charisma that demands attention? Check.

ENRICHING CONTRIBUTOR

Daniels School students enrich the school and their cohort, elevating the learning experience for all. Here, diversity transcends ethnicity or gender into realms of thought, industry and academic background.

EMOTIONAL INTELLIGENCE

Great leaders communicate effectively and with great empathy. Daniels School students are great leaders in training who learn to manage themselves and their relationships with self and social awareness, upping their Emotional Intelligence Quotient (EIQ).

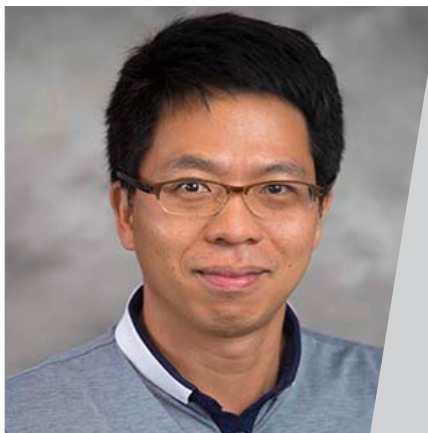
PROBLEM-SOLVING SKILLS

At the Daniels School of Business, we roll up our sleeves and dig deep into a problem. Success requires us to approach questions from a variety of angles, combining a solid academic foundation with a flair for the creative. And we are successful.

ALUMNI SPOTLIGHT

"Purdue was one of the few reputed colleges that had a wide range of programs and included a Master's in Marketing, which was also STEM-designated. The mix of qualitative and analytical subjects weighed equally, and no college was offering everything that Purdue put together. The program also included the use of the latest technologies, and every subject included a practical project for the implementation of the learnings in the actual business market."

YASH CHITRAVANSHI
MS MARKETING '23



FACULTY HIGHLIGHT

JINSUH LEE

Clinical Assistant Professor of Management, Marketing

PhD, Marketing, Purdue University
MS, Statistics, UC Santa Barbara
BS, Computer Science, Purdue University
BS, Statistics, Purdue University

"Purdue's MS Marketing program is designed for developing industry practitioners. We appreciate that marketing is both an art and a science, requiring creativity, innovative thinking, and the ability to harness the power of data. Strong contributors who enjoy working in dynamic, diverse teams will find this program stimulating and rewarding."