

Marketing

Master of Science in Marketing

SCHOOL OF BUSINESS

Southern¹
New Hampshire
University



Go Master Marketing

Master of Science in Marketing

Become a master at promotion, brand management, development and more with Southern New Hampshire University's M.S. in marketing. No GMAT or GRE required.

SNHU's 12-course program will allow students to tailor their degrees through electives that include information technology, international business, sport management, corporate communications, and digital and e-commerce.

Career Outlook

The job outlook is very strong for marketing professionals.

According to the U.S. Bureau of Labor Statistics, the marketing industry is expected to grow by 13.6 percent by 2016. Marketing and sales manager positions are expected to grow by 12.8 percent with advertising and promotions managers by 15.2 percent over that same time span.

Students who complete the M.S. in marketing program are prepared to work in product development, sales management, brand management, advertising, corporate communications, marketing research and strategic customer relationship-building.

Why pursue an M.S. in marketing at Southern New Hampshire University?

- Students work with real-world clients.
- Program is affordable and can be completed in 18 months.
- Students can tailor their degree thanks to a wide variety of course options.
- Faculty members are highly qualified, academically and professionally.
- Students will tap into a well-established pool of internship opportunities.
- Students will have opportunities to network with successful alumni.

Internships and employers who have hired our students and graduates:

- McCann Erickson
- Proctor & Gamble
- bGG Advertising
- Reebok
- Griffin, York & Krause
- Lindt
- Fidelity Investments
- Vector Marketing
- Anderson Consulting

Business Core

MKT 500	Marketing Strategies
QSO 510	Quantitative Analysis for Decision-Making

Marketing Core

MKT 620	Consumer Behavior
MKT 630	Marketing Research
INT 640	Multinational Marketing Strategies
MKT 675	Ethical and Legal Issues in Marketing

Marketing Electives

Select six courses from the following

(a minimum of four must be marketing courses)

INT 655	Understanding Emerging Markets
IT 503	Digital Commerce and E-Business
MKT 610	Advertising Management
MKT 615	Relationship Selling Strategies
MKT 640	Business to Business Marketing
MKT 650	Retail Management
MKT 660	Marketing Strategies for Not-for-profit Organizations
MKT 670	Product Management
MKT 678	Brand Management
MKT 690	Corporate Communications
MKT/MBA 710	Marketing Internship
MKT/MBA 740	Marketing Thesis/Directed Study in Marketing
QSO 600	Operations Management
SPT 608	Sport Marketing and Media

Accreditation

Accreditation Commission for Programs in Hospitality Administration
American Culinary Federation Educational Institute
Association of Collegiate Business Schools and Programs
European Council for Business Education
National Association for Sport and Physical Education
New England Association of Schools and Colleges
New Hampshire Postsecondary Education Commission
New Hampshire State Department of Education for
Teacher Certification
North American Society for
Sport Management

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