

# MASTER OF SCIENCE IN MARKETING

MS DEGREE • MBA/MS DUAL DEGREE

Loyola University Chicago's Quinlan School of Business is committed to equipping you with the skills and expertise to help you advance your career and make a significant impact on society.

Quinlan's Master of Science in Marketing degree program provides a strategic business approach for the study of marketing and communications. You will learn formats for solving marketing problems, executing optimal strategies, and manipulating the mechanics of search engine optimization, web analytics, and various social networks and databases. You will emerge with a portfolio of projects that may be shared with potential employers. Many of these involve working for real-world clients to solve pressing problems.

The program offers three different tracks of specialization:

- Integrated Marketing Communications
- Supply Chain Management
- Digital Marketing Analytics with a certificate in Business Data Analytics

The Supply Chain Management and Digital Marketing Analytics tracks are STEM-certified by the U.S. Department of Homeland Security and the National Science Foundation.

## PROGRAM STRUCTURE

- The degree program offers full-time enrollment  
*Average time to completion: 1 year*
- The degree program offers part-time enrollment  
*Average time to completion: 2–3 years*
- This degree offers some online courses

You will complete 12 courses, depending on your academic background. Courses are taught in 10-week quarters. You may enter the program at the beginning of any quarter. Classes are offered at Loyola's Water Tower Campus in downtown Chicago. This degree offers the flexibility to complete select courses online or in a hybrid format.

As a Quinlan student, you'll also have the option to expand your credentials and marketability by earning a professional certificate. Five certificates are available:

- |                           |  |                             |
|---------------------------|--|-----------------------------|
| • Business Data Analytics | • Cybersecurity                            | • Supply Chain Fundamentals |
| • Business Ethics         | • Human Resources and Employment Relations |                             |

You can also choose a dual degree, earning your MSM and an MBA at the same time.

For more program information, visit: [LUC.edu/quinlan/mba/masters-in-marketing](https://luc.edu/quinlan/mba/masters-in-marketing).

## INTERNSHIPS/RESEARCH OPPORTUNITIES

Our Business Career Services team maintains relationships with area companies, ensuring that exciting and challenging internships/research opportunities are consistently available. Evening and Saturday classes help make fitting an internship into your schedule easier.

## EXPECTATIONS AFTER GRADUATION

Quinlan alumni—30,000 strong worldwide—are a community of achievers, innovators, and leaders who are making a difference.

Once you graduate, you will be in a strong position to take on a variety of marketing leadership positions such as:

- Brand manager
- Content marketing manager
- Digital marketing manager
- Marketing research analyst
- Mobile media manager
- SEO analyst
- Social media manager
- Campaign director

Our Business Career Services team is available to assist you in career planning. Visit [LUC.edu/Quinlan/careers](https://luc.edu/Quinlan/careers) for more information.

## PROGRAM DISTINCTIONS

- While grounded in conceptual frameworks and models, the program focuses primarily on real-world marketing issues and cases, so you'll apply classroom theories in your profession immediately.
- Responsible leadership is a focus in each of Quinlan's programs, giving you the tools to identify and navigate ethical dilemmas in the workplace.
- Programs feature an ingrained global perspective.
- Study abroad programs can accommodate the schedules of working professionals.
- Quinlan School of Business programs carry accreditation from the Association to Advance Collegiate Schools of Business (AACSB). Less than 5% of the business programs in the world hold AACSB accreditation.

## STUDENT LIFE

- **STUDY ABROAD:** Immerse yourself in another culture and emerge as a more poised leader. Study abroad courses will help you build your global business skills, grow your network, and expand your international expertise.
- **STUDENT ORGANIZATIONS:** You can participate in a number of active student organizations, including Quinlan Graduate Advisory Council, Quinlan Graduate Business Association, Quinlan Graduate International Club, Graduate Marketing Association, Graduate Women in Business, Human Resource Student Association (HRSA), LUC Net Impact, and APICS LUC (supply chain and operations management).

## FACULTY

Our faculty members are experienced, nationally recognized leaders in their fields. They integrate research and practical experiences into the classroom and are committed to being accessible and available to students.

## FINANCIAL AID

Begin the financial aid process by visiting [LUC.edu/finaid](https://luc.edu/finaid) to learn more about completing your Free Application for Federal Student Aid (FAFSA) and available Quinlan Scholarships.

## LEARN MORE

APPLICATION REQUIREMENTS AND DEADLINES

[gpem.LUC.edu/apply](https://gpem.LUC.edu/apply)

### CONTACT INFORMATION

*For further information about the academic program or to arrange a visit, please contact:*

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*Send all supporting documents to:*

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