

**CLIENT
ENGAGEMENT
+ INDUSTRY
EXPOSURE
= COMPETITIVE
ADVANTAGE**

IT ALL STARTS WITH KOGOD'S
MASTER OF SCIENCE IN
MARKETING
FROM AMERICAN UNIVERSITY

PROGRAM OVERVIEW

American University's Kogod School of Business Master of Science in Marketing (MSMKTG) Program prepares students for successful careers in marketing through an innovative curriculum focused on experiential learning. Students complete hands-on projects and interact with leaders in the field throughout the 12-month program. Highlights include:

- **The Applied Client Project.** Students work on all aspects of a real-world marketing campaign in partnership with an award-winning marketing firm. Past clients have included GEICO and Enterprise CarShare.
- **The Executive Speaker Series.** Experts in the field share their personal and professional experiences, and discuss current marketing challenges.
- **Agency Visits.** Students visit different marketing agencies throughout the DC area, exposing them to career opportunities and allowing them to network within the industry.

STRUCTURE & CURRICULUM

The MSMKTG Program is 30 credit hours and can be completed within one calendar year. Tuition is \$1,642 per credit hour.

CORE COURSES

- Applied Client Project
- Brand Strategy
- Data Driven Marketing and Customer Management
- Digital Advertising and Search Engine Marketing
- Entertainment Marketing
- Managing Digital Brand Identities
- Overview of Integrated Marketing Communications
- Research for Marketing Decisions
- Understanding the Marketplace and the Consumer

ELECTIVE COURSES

- Fashion and Luxury Brand Management
- Marketing for Social Change
- New Product Management
- Sports Marketing Management

CAREER OUTCOMES

MSMKTG graduates work in brand management, nonprofit marketing, advertising, social marketing, direct marketing, and marketing research, among other in-demand specialties.

TOP EMPLOYERS INCLUDE

- AKQA
- Capital One
- Girl Scouts of America
- Universal Music Group
- Hanover Research
- Martha's Table

POSITIONS INCLUDE

- Marketing Coordinator
- Account Executive
- Marketing Manager
- Brand Coordinator
- Research Associate
- Brand Strategist

CONTACT

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LEARN MORE AT KOGOD.AMERICAN.EDU/MSMKTG



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