

**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. The cohort-based program is designed for students who want to become highly skilled professionals in the marketing industry. Students will be prepared to stand out from their peers, contribute value from their first day on the job, and accelerate their professional advancement. Graduates work in brand management, nonprofit marketing, advertising, social marketing, direct marketing, and marketing research, among other in-demand specialties.

THE MSMKTG EXPERIENCE

Experiential learning is a cornerstone of the MSMKTG program. The Applied Client Project is a degree requirement and enables students to work on all aspects of a real-world marketing campaign in partnership with an award-winning marketing firm. In recent years, students have partnered with RedPeg Marketing to create a comprehensive marketing plan for clients such as GEICO and Enterprise CarShare. Students developed a strategic marketing plan; produced creative materials, messaging, and media recommendations; and presented a plan for measuring the campaign's effectiveness.

The Executive Speaker Series provides students the opportunity to learn from experts in the marketing industry. These leaders share their personal and professional experiences and discuss current challenges and innovations in the field. Agency visits also expose students to different career opportunities while allowing students to network within the industry.

CURRICULUM

CORE COURSES

- Applied Client Project
- Applied Market Segmentation
- Brand Strategy
- Digital Marketing
- Entertainment Marketing
- Integrated Marketing Communication
- Research for Marketing Decisions
- Strategic Marketing for Nonprofits
- Understanding the Marketplace and the Consumer

ELECTIVE COURSES

- Buyer Behavior
- Customer Relationship Management and Database Marketing
- Database Marketing
- Marketing for Social Change
- Sports Marketing Management

CAREER DEVELOPMENT

The Kogod Center for Career Development (KCCD) is committed to helping all students reach their career goals. Through the KCCD, students receive one-on-one coaching, group instruction, and access to customized industry and networking events, and on-campus recruiting.

CONTACT

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