

Online Marketing



Online Master of Science in Marketing

Digital technology, artificial intelligence, and data analytics are revolutionizing consumer behavior and the field of marketing. As a result, firms need qualified marketers who can manage strategy and data-based decision-making while navigating a rapidly changing ecosystem.

The online MS in Marketing is a 30-credit program that emphasizes critical thinking and analysis of complex marketing problems, developing effective strategies and tactics appropriate to the environment, and leveraging consumer insights and artificial intelligence for digital marketing in a global context.



University of Wisconsin
Whitewater

College of Business
and Economics



www.edu/online/masters/marketing



100%

placement rate

30,000

active alumni

\$71,798

average salary



University of Wisconsin Whitewater

College of Business and Economics

What would you do with this degree?

Digital and artificial intelligence technology, along with the ability to leverage marketing data, have brought sweeping changes to consumer behavior and the marketing discipline.

Marketers must use advanced skills and knowledge to manage strategy and marketing decisions while firms experience radical changes to their business models.

In 2020, marketing managers earned a national median pay of \$141,490 per year, market research analysts earned a national median pay of \$65,810, and public relations specialist (including social media) earned a national median pay of \$62,810. While most entry-level positions require a bachelor's degree, master's degrees help differentiate job applicants and those with master's degrees can have the best job outlook.

Common Employers

Acuity Insurance, CUNA Mutual Group, adidas, Paramount Pictures, Stryker

Common Job Titles

Advertising Specialist, Marketing Specialist, Marketing Manager, Digital Marketing Specialist, Content Marketing Manager



Wisconsin's Largest Business School

