

4+1

Combine Degree in Marketing

*Become a High-Powered
Marketing Professional*

PROGRAM OBJECTIVE

- Expand access to graduate-level marketing education for Purdue undergraduates across multiple disciplines.
- Build a more diverse MS Marketing student body by enrolling students from business, communications, HHS, and STEM fields.
- Increase domestic graduate enrollment and strengthen the Daniels School's interdisciplinary profile.
- Provide students with a competitive career advantage through dual disciplinary expertise.

YEAR 1-3

Undergraduate coursework in the student's primary major (e.g., Engineering, Finance, Communication, Psychology).

YEAR 4

Begin graduate-level marketing coursework while completing undergraduate requirements (up to 9 credits dual counted).

YEAR 5

Full-time graduate study culminating in the MS Marketing.

COURSE REQUIREMENTS

- Bachelor's degree: standard requirements of the home discipline.
- MS In Marketing: 33 credits total

ADMISSION REQUIREMENTS

Students apply in the spring of their junior year (or fall of senior year) and must meet the following criteria:

- Cumulative GPA of 3.3 or higher.
- One-page statement of purpose outlining career goals and motivation for adding marketing expertise to their discipline.
- GRE/GMAT waived for Purdue undergraduates admitted to the 4+1 program.

STUDENT OUTCOMES

Graduates of the 4+1 program will be prepared to:

- Integrate marketing expertise into their primary discipline (e.g., engineers leading product commercialization, communications majors driving brand storytelling, HHS graduates leading healthcare marketing).
- Apply advanced marketing analytics and digital tools to enhance strategic decision-making.
- Position themselves for leadership roles at the intersection of their discipline and the marketplace.
- Enter the workforce with both disciplinary depth and marketing breadth, giving them a competitive edge in diverse industries.