

5 Reasons to

Get a Master's in Marketing

Boost Your Salary

The data is clear: Master's degree holders take home, on average, nearly 20 percent more in weekly earnings than professionals whose highest degree is a bachelor's.

A master's in marketing offers multiple avenues for salary growth.

Formalize Your Marketing Skill Set

Not everyone who goes onto a successful career in marketing planned on doing so in their undergraduate years. If you've found yourself working in marketing without formal academic training in the field, **a master's in marketing could be your ticket to closing your skills gap.**

Forge a New Career Path or Advance on Your Current One

Marketing may resonate as an exciting challenge for professionals who have spent time in other roles within business organizations but who are searching for a more creative outlet for their talents.

Stay Ahead of the Curve

Marketing as a field is defined by constant change, as strategies and messaging must evolve to keep pace with shifting cultural sensibilities and improving technology. To accommodate this demand, the most valuable marketing master's degrees emphasize the tools and skills that are at the cutting edge of the field.

Finish Your Degree Faster

One of the key differences between a master's in marketing and an MBA is the expected time to complete the degree. Specialized business master's degree programs can typically be completed in as little as one year.

