

Executive MS in Marketing (EMSM)

For additional program information, see the [EMSM program website](#).

The Executive Master of Science in Marketing (EMSM) helps you to advance to the next level within the marketing function, in fields like marketing management, analytics, digital marketing and marketing research. The 30-credit program combines theoretical and practical approaches to educate and connect the most talented and forward-thinking marketing executives of the future. Students take core courses providing a solid basis of consumer decision making and marketing insights as well as business communication skills and a marketing consulting practicum. These are followed by elective courses which emphasize more specialized topics in marketing. Students can expect to see a variety of teaching approaches including assignments, case studies, lectures, class discussions and group projects.

The Executive MS in Marketing is a cohort program which can be completed in one calendar year using the modular course format. This format combines online with in-class learning.

The delivery and format of the EMSM program may be modified in special circumstances. This may be done, for example, when delivered in international locations or as part of a specialized program designed for a specific organization.

Admissions

Basic qualifications for EMSM candidacy include:

- 5-7 years of professional/managerial experience (generally this experience should be post-undergraduate)
- an undergraduate degree from an accredited university or foreign equivalent
- appropriate quantitative skills (acquired via academic training or professional experience, or demonstrated via a GMAT/GRE score or our in-house [Admissions Test](#))

More information is available online [here](#).

Information on the application process is available online [here](#).

Curriculum of the EMSM Program

Required (12 credits)		Credits
BUS 9551	Business Communication I	1.5
MKT 9702	Marketing Research	3
MKT 9703	Marketing Management	3
MKT 9716	Consumer Behavior	3
MKT 9759	Marketing Consulting Practicum	1.5
Electives (18 credits)		
Elective courses will be selected from the Department of Marketing and International Business's course offerings by the Academic Director of the EMSM program in consultation with the department Chair.		

BUS 9600	Current Topics in Business	3
MKT 9701	Advertising and Marketing Communication	3
MKT 9728	Media Planning in a Digital World	3
MKT 9737	Marketing Analytics	3
MKT 9738	Web Analytics and Intelligence	3
MKT 9740	Data-Driven Marketing Strategy	3
MKT 9764	Internet Marketing and Global Business	3
MKT 9766	International Marketing Management	3
MKT 9780	Digital Marketing	3
MKT 9785	Digital Marketing Strategy	3
MKT 9793	Special Topics in Marketing	3
MKT 9795	Special Topics in Digital Marketing	3
MKT 9997	Special Topics in Marketing Analytics	3

Degree Requirements

Students must earn 30 credits for the Executive MS degree, maintain a cumulative 3.000 grade point average (GPA), and satisfy all Baruch College, Zicklin School of Business and Executive Programs policies, rules, and regulations.

A student whose GPA falls below 3.000 after taking 6 or more credits in the program will be on academic probation. He or she must comply with all Baruch College requirements of academic probation status to continue in the program. Please refer to the current *Baruch College Graduate Bulletin*, discussion of General Academic Regulations ([here](#)), for information on these requirements.

Because this is a cohort program, all students take the same courses together and in the same order. Any student who enters academic probation status may not be able to complete the EMSM program within the period of ten months.

MKT 9702 requires prior completion of STA 9708 Applied Statistical Analysis for Business Decisions. This prerequisite can be waived for students who completed one 3-credit undergraduate statistics course with a minimum grade of B-. Students who are not waived from STA 9708 will take this course or equivalent in addition to the 30 credits in the degree.

Due to the modular delivery format of the program, please refer to your enrollment contract for the program payment schedule and for the program's refund policy.

Students taking all of the courses offered in this cohort program are, by definition, considered to be full-time students.

Contact Information

Executive Programs
Zicklin School of Business
Baruch College/CUNY
One Bernard Baruch Way, Box B13-282
New York, NY 10010-5585

Phone: (646) 312-3100

Fax: (646) 312-3101

Email: ExecZicklin@baruch.cuny.edu