

# Marketing (MS)

For additional program information see the Zicklin School website

The MS program in marketing allows students to focus specifically on marketing and marketing-related areas. Students in the program are required to take a minimum of 30 credits. This is in contrast to an MBA program, which requires more credits, including a number of courses spanning all areas of business for a broader background.

All MS students take the four required courses (12 credits) listed below. Beyond that, students design their own program by taking six additional courses from any offered by the Department of Marketing and International Business (MKT and IBS courses).

| <b>Courses in Specialization (30 credits)</b>   |   |           |
|---|---|-----------|
| <b>Required (12 credits)</b>  |   |           |
| MKT 9702  | Marketing Research                        | 3 credits |
| MKT 9703  | Marketing Management                      | 3 credits |
| MKT 9716  | Consumer Behavior                         | 3 credits |
| MKT 9750  | Marketing Strategy                        | 3 credits |
| <b>Electives (18 credits)</b>   |   |           |
| Choose a total of 18 credits from any 9000-level courses in the Allen G. Aaronson Department of Marketing and International Business. |   |           |
| Student can also choose from the following:   |   |           |
| CIS 9340  | Principles of Database Management Systems | 3 credits |
| STA 9700  | Applied Regression Analysis               | 3 credits |
| STA 9705  | Multivariate Statistical Methods          | 3 credits |
| STA 9750  | Software Tools for Data Analysis          | 3 credits |

## **Concentration in Digital Marketing (30 credits)\***

Advances in Internet technologies, digitization and social networking are transforming business interactions with customers and partners. The MS concentration in digital marketing provides students with cutting-edge strategic and analytical skills to thrive in a digital environment. Students learn the necessary technical foundations to lead digital marketing efforts in their organizations.

| <b>Required Courses (15 credits)</b> |                      |           |
|--------------------------------------|----------------------|-----------|
| MKT 9702                             | Marketing Research   | 3 credits |
| MKT 9703                             | Marketing Management | 3 credits |
| MKT 9716                             | Consumer Behavior    | 3 credits |
| MKT 9750                             | Marketing Strategy   | 3 credits |
| MKT 9780                             | Digital Marketing    | 3 credits |

**Elective Courses (15 credits)**

Choose a minimum of 9 credits from the following

|          |   |             |
|----------|---|-------------|
| MKT 9726 | Database Marketing I                      | 3 credits   |
| MKT 9728 | Media Planning in the Digital World       | 3 credits   |
| MKT 9736 | Database Marketing II                     | 3 credits   |
| MKT 9737 | Analytic Approaches to Marketing Strategy | 3 credits   |
| MKT 9738 | Web Analytics                             | 3 credits   |
| MKT 9782 | Search Engine Marketing                   | 1.5 credits |
| MKT 9783 | Social Media Marketing                    | 1.5 credits |
| MKT 9785 | Digital Marketing Strategy                | 3 credits   |
| MKT 9794 | Special Topics in Digital Marketing       | 1.5 credits |
| MKT 9795 | Special Topics in Digital Marketing       | 3 credits   |

Choose up to 6 credits from any 9000-level course in the Department of Marketing and International Business. Students can also choose from the following:

|          |  |           |
|----------|--|-----------|
| CIS 9340 | Principles of Database Management Systems      | 3 credits |
| STA 9661 | Multivariate Statistics for Business Analytics | 3 credits |
| STA 9700 | Applied Regression Analysis                    | 3 credits |
| STA 9705 | Multivariate Statistical Methods               | 3 credits |
| STA 9750 | Software Tools for Data Analysis               | 3 credits |

**\*Effective Fall 2015.**