

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).

Courses in Specialization (30 credits)		
Required (12 credits)		
MKT 9702	Marketing Research	3 credits
MKT 9703	Marketing Management	3 credits
MKT 9716	Consumer Behavior	3 credits
MKT 9750	Marketing Strategy	3 credits
Electives (18 credits)		
Choose any six 9000-level courses in the Department of Marketing and International Business.		