

Marketing (MS)

For additional program information see the [Zicklin School website](#)

The Master of Science in Marketing allows you to advance to the next level within the marketing function, in fields like media planning, communications strategy, account management, corporate (digital) marketing, and marketing research and analytics. The 30 credit program combines theoretical and practical approaches, left and right brain skills, to educate and connect the most talented and forward-thinking marketing executives of the future. Students take four core courses providing a solid basis of consumer decision making / insights and the strategic process and can then specialize in an area of choice. Students can choose a formal concentration in Marketing Analytics, Digital Marketing or International Business, or can choose electives offered by the Department of Marketing and International Business from other areas of interest based on their objectives. The MS in Marketing can also be completed in one calendar year of full-time study, whether it is begun in fall or spring.

Required for all MS Students*		
BUS 9551	Business Communication I	1.5 credits
or		
Program specific, 1.5 credit equivalent business communication instruction approved by the Graduate Curriculum Committee.		
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 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.

Required Courses (15 credits)		
MKT 9702	Marketing Research	3 credits

MKT 9703	Marketing Management	3 credits
MKT 9716	Consumer Behavior	3 credits
MKT 9780	Digital Marketing	3 credits
MKT 9785	Digital Marketing Strategy*	3 credits
*MKT 9785 replaces MKT 9750 effective spring 2016. Students who completed MKT 9750 prior to spring 2016 will receive credit for the course.		
Elective Courses (15 credits)		
Choose a minimum of 9 credits from the following:		
MKT 9726	Direct Marketing I: Strategy and Tactics	3 credits
MKT 9728	Media Planning in the Digital World	3 credits
MKT 9736	Direct Marketing II: Database Marketing and Managing the Creative Process	3 credits
MKT 9737	Analytic Approaches to Marketing Strategy	3 credits
MKT 9738	Web Analytics	3 credits
MKT 9764	Internet Marketing and Global Business	3 credits
MKT 9782	Search Engine Marketing	1.5 credits
MKT 9783	Social Media Marketing	1.5 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 (OPR 9750)	3 credits

Concentration in Marketing Analytics (30 credits)

Marketing depends on good analytical skills but also on the ability to develop actionable insights from data. The Marketing Analytics concentration in the MS program provides students with the tools to handle data from traditional and digital sources and then use them to make sound strategic decisions.

Required Courses (15 credits)		
MKT 9702	Marketing Research	3 credits
MKT 9703	Marketing Management	3 credits
MKT 9716	Consumer Behavior	3 credits
MKT 9737	Marketing Analytics	3 credits
MKT 9750	Marketing Strategy	3 credits
Elective Courses (15 credits)		
Choose a minimum of 9 credits from the following:		
MKT 9728	Media Planning in the Digital World	3 credits
MKT 9738	Web Analytics and Intelligence	3 credits
MKT 9740	Data-driven Marketing Strategy	3 credits
MKT 9780	Digital Marketing	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 9796	Special Topics in Marketing Analytics	1.5 credits
MKT 9797	Special Topics in Marketing Analytics	3 credits
STA 9661	Multivariate Statistics for Business Analytics	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 9467	Business Modeling with Spreadsheets	3 credits
STA 9660	Data Mining for Business Analytics (CIS 9660)	3 credits

STA 9700	Applied Regression Analysis	3 credits
STA 9705	Multivariate Statistical Methods	3 credits
STA 9750	Software Tools for Data Analysis (OPR 9750)	3 credits
Concentration in International Business (30 credits)* The development and implementation of marketing strategies in a rapidly globalizing world requires today's marketing professionals to first have a broad and holistic knowledge of the international business environment and then be able apply basic marketing principles to create specific products and/or service strategies. To understand this environment, marketers must be aware of how a country's culture, trade policies, politics, logistics, etc., interacts with the focal product or service.		
Required Courses (13.5 credits)		
IBS 9600	International Business Fundamentals	1.5 credits
MKT 9750	Marketing Research	3 credits
MKT 9703	Marketing Management	3 credits
MKT 9716	Consumer Behavior	3 credits
MKT 9750	Marketing Strategy	3 credits
Elective Courses (16.5 credits)		
Choose a minimum of 10.5 credits from the following:		
IBS 9761	Emerging Markets and the International Business Environment	3 credits
IBS 9767	Foreign Markets, Cultures, and Regimes	3 credits
IBS 9769	International Business Strategy	3 credits
IBS 9791	Special Topics in International Business	1.5 credits
IBS 9793	Special Topics in International Business	3 credits
MKT 9764	Internet Marketing and Global Business	3 credits
MKT 9766	International Marketing Management	3 credits
MKT 9774	International Logistics	3 credits
Choose up to 6 credits from the following:		
CIS 9230	Globalization and Technolohg	3 credits
COM 9656	International Business Communications (IBS 9756)	
LAW 9740	International Trade and Investment Law	3 credits
MGT 9870	International Comparative Management	3 credits

*Effective spring 2016.