

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 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 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.**