Are you interested in an exciting career in the new economy – a world where data, decisions, and action are intertwined? Gain qualitative and quantitative marketing skills needed to transform data, gather insights, and develop meaningful marketing solutions.

**PROGRAM HIGHLIGHTS**

- Graduate in 10 Months
- Cutting-Edge Curriculum with Practical Applications
- No Work Experience Required

Leverage your existing skills by learning theoretical frameworks and applied analytical training to prepare for a new career in marketing.
A DEEPER LOOK

Our courses are grounded in analytics and exploding in creativity. The 36 credit hour program provides students with an intense, in-depth learning experience.

FOUNDATION COURSES

• Statistics for Marketing
• Financial Management
• Marketing Management

KEY MARKETING TOPICS AND PRACTICAL APPLICATIONS

• Programming, Databases and Data Visualization
• Marketing Analytics I
• Marketing Analytics II
• Consumer Behavior in a Digital World
• Data Analytic and Dynamic Pricing
• Behavioral Economics
• Design Thinking for Innovation
• Product and Brand Management
• Digital and Social Media
• Marketing High Tech Marketing
• New Venture Marketing

MSM PRACTICUM COURSE

The marketing intelligence capstone course is a hands-on learning experience aimed at pulling together all of the different tools and frameworks learned across the MSM curriculum. This will allow students to tackle a problem with imperfect data, uncertainty, a constantly changing environment, and actual deliverables. In addition to this deep hands-on experience, the course will include workshops and case studies with practitioners from several organizations, providing students with exposure to cutting-edge techniques and best practices.

CAREER OUTCOMES

Our dedicated Career Management team offers career coaching, employer relations teams, workshops, mock interviews, and more. Below are typical job titles secured by MS Marketing graduates:

• Consulting Analyst • Marketing Analytics Partner
• Digital Marketing Specialist • Insights Associate
• Data/Business Analyst • Corporate Marketing Analyst
• Senior Segment Research Analyst • Associate Digital Strategist
• Associate Marketing Manager • Research Analyst

Class of 2022 Profile

59 Total Students
93% Domestic Students
7% International Students
70% Female, 30% Male

Average Age
23
Average GPA
3.66

Companies*
Amazon, Adlucent, PMG, Saatchi & Saatchi, Whole Foods, Dimensional Fund Advisors, Facebook, Oracle, Favor, Ipsos, Nielsen, Deloitte, Exxon-Mobil, Indeed, EY, and more*

*Sample companies that have hired

Register for an Information Session to learn more!