

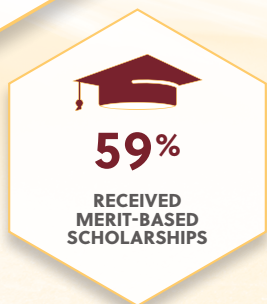
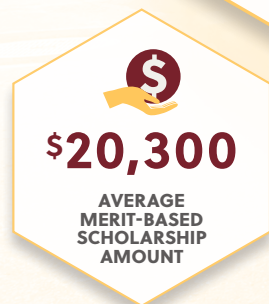
MS IN MARKETING INTELLIGENCE

36 CREDITS
Full-time and Part-time Options Available

ENTERING CLASS OF 2021

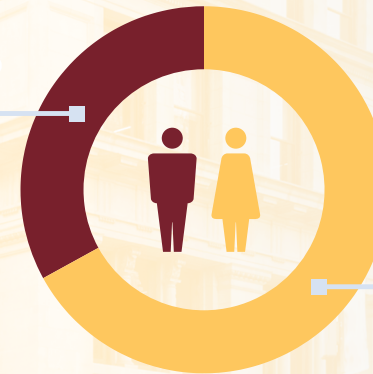


101
STUDENTS



33%

Male



67%

Female

THE MS IN MARKETING INTELLIGENCE PROGRAM FOCUSES ON:

MARKETING ANALYTICS

- Data-driven decision-making
- Digital marketing analytics
- Electives that can include data mining, advanced statistical methods, and predictive analytics
- Marketing analytics
- Marketing decision models

DEVELOPING MARKETING INSIGHTS

- Analyzing language of consumers
- Applied customer relationship management
- Consumer behavior
- Customer-driven marketing
- Electives that include: strategic branding, integrated marketing communications, luxury and fashion marketing
- Ethnographic consumer insights

ALUMNI PERSPECTIVE

"The end-of-year consulting project allows you to lead a large team to success by implementing key lessons to solve your client's complex, critical issues. I enjoyed working with team members from different academic backgrounds and cultures."

PAWAN "RAJ" RAJARAAM, MSMI '16
Data Scientist, IBM

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of Business

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