

MS IN MARKETING INTELLIGENCE

36 CREDITS (3 terms)

In the **MS in Marketing Intelligence** program at the Gabelli School of Business, students learn both quantitative and qualitative approaches to understanding consumer behavior. Using the latest in big data analytics, combined with creative insights, students are enabled to design and implement the value-creating strategies that today's marketers need. Nearly 90% of MSMI graduates seeking employment have full-time jobs within 90 days of graduation.

RECENT EMPLOYERS OF MSMI GRADUATES

Booz Allen Hamilton, Digitas, FCB, GroupM, McCann, MediaOne, NBC/Universal, Now This, Ogilvy Digital, Shutterstock, Universal McCann, Viacom, WPP

CAREER PATHS

Brand Manager, Customer Experience Specialist/Manager, Customer Insights Manager, Data Scientist, Digital Marketing Analyst, Marketing Analyst, Marketing Consultant, Media Buyer, Media Strategist

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



STUDENT POPULATION

FEMALE 71%
MALE 29%



GMAT RANGE (MID-50%)

640-700



INTERNATIONAL COUNTRIES REPRESENTED

8



8

NUMBER OF INTERNATIONAL COMPANIES THAT WORK WITH MSMI STUDENTS IN APPLIED PROJECTS



11

NUMBER OF CAREER DEVELOPMENT WORKSHOPS THAT MSMI STUDENTS ATTEND THROUGHOUT THE YEAR

APPLIED AND EXPERIENTIAL LEARNING

- Professional-level analytical project with real clients
- Practical training with SPSS, Tableau, and Excel analytical software
- Hands-on learning with Salesforce
- Membership in American Marketing Association and invitations to its exclusive networking events

EXTRACURRICULAR ENGAGEMENT

- The **Fordham Graduate Marketing Society** connects students with marketing professionals and alumni with networking opportunities. It also runs an annual Marketing Plan Competition, Innovation Series, and career panels.
- **Industry Speaker Series:** Top executives from marketing, media, and digital media come to campus every semester. Students interact with and learn the latest in marketing from New York's thought leaders.

CURRICULUM HIGHLIGHTS

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