Gabelli Master of Science students come from every corner of the world and a wide range of undergraduate majors. By learning from one another’s experiences, students add breadth and depth in their chosen business fields.

Fordham’s Master of Science programs are unique in their concentration, but common in their mission: to graduate work-ready students who think critically, ethically, insightfully, and—above all—unconventionally.

The Gabelli School of Business sharpens students’ knowledge, creativity, and skills to help them have a defining and lasting impact. Students refine their business philosophies, through a mix of practical and theoretical learning experiences, including technical workshops, elective courses, and extracurricular research projects. Top firms seek out Gabelli School graduates for their analytical and strategic thinking, strong communication skills, principled leadership, and commitment to collaboration and community.
The best place to learn business is in New York City. At the Gabelli School, you’ll master strategy, execution, and leadership from some of New York’s top minds. Our classrooms are citywide laboratories, led by professors and professionals. We’re talking roll-up-your-sleeves, hands-on learning that you can’t get from theoretical discussion alone.

Location is everything. Our Lincoln Center campus is just two blocks from Central Park and Columbus Circle, in the heart of midtown Manhattan. In a short subway ride, you can reach financial firms on Wall Street, advertising agencies on Madison Avenue, and the high-tech sector at Silicon Alley. A brief walk will put you at the doorsteps of some of the largest media companies, museums, and Broadway shows. Catch a cab to the hottest new restaurant or bar. We are close to the world’s top employers—a major plus when interviewing and interning—and Grand Central Terminal and Penn Station, which will take you just about anywhere you want to go.
## GABELLI AT A GLANCE

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Organizations</td>
<td>24</td>
</tr>
<tr>
<td>Student-to-Faculty Ratio</td>
<td>14:1</td>
</tr>
<tr>
<td>Average Class Size</td>
<td>26</td>
</tr>
<tr>
<td>Individual Career Advising Appointments</td>
<td>1,500</td>
</tr>
<tr>
<td>Countries Represented Across All MS Programs</td>
<td>23</td>
</tr>
<tr>
<td>Number of Students Who Attended BBQ Workshops</td>
<td>2,284</td>
</tr>
<tr>
<td>Number of Alumni in NYC</td>
<td>9,145</td>
</tr>
<tr>
<td>Size of the GABELLI School of Business Alumni Network</td>
<td>40,000</td>
</tr>
<tr>
<td>Companies Represented at GABELLI Exclusive Events in 2018-19</td>
<td>88</td>
</tr>
<tr>
<td>Leading Industry Professionals Speaking at On-Campus Events in 2018-19</td>
<td>96</td>
</tr>
<tr>
<td>Miles to Wall Street</td>
<td>5.7</td>
</tr>
<tr>
<td>Merit-Based Scholarships Awarded to Incoming GABELLI Graduate Students in Fall 2018</td>
<td>42% Awarded $3.6M</td>
</tr>
</tbody>
</table>

## GABELLI ADVANTAGE

### ALUMNI NETWORK
The alumni network of the GABELLI School of Business is 40,000 members strong. While graduates can be found all over the globe, many are concentrated right here in New York City. That means that students can benefit from the expertise of thousands of alumni who are no more than a subway-ride away.

### PRACTICING BUSINESS WITH PURPOSE
While corporate and social responsibility are recent trends across the nation, GABELLI has been holding true to such values for nearly 100 years. In the spirit of Jesuit tradition, we believe that business must serve a higher purpose than just profit. Business with purpose is reflected in our teaching with a commitment to ethics, and it echoes throughout our community and beyond. GABELLI graduates are compassionate business leaders who create transformational change.

### LOCATION
With Wall Street a mere 5.7 miles away, and hundreds of companies throughout the city, GABELLI’s strategic location in the heart of NYC translates to convenience. Students can meet with a business partner for lunch or grab a coffee for an informational meeting with a potential employer before heading back to campus for class. Managing school responsibilities and employment opportunities couldn’t be easier.

### APPLIED AND EXPERIENTIAL LEARNING
GABELLI graduate students experience a hands-on approach to learning. Workshops on the latest software, consulting projects for corporate clients, and guest lectures from executives in the field are just a few examples of the opportunities students enjoy on a regular basis. Learning doesn’t take place exclusively in the classroom—that’s just where it begins.

### CAREER SERVICES
With over 100 years of collective industry and recruiting experience, and career coach certification from the International Coach Federation, our career experts help GABELLI graduate students learn to navigate their career search. Our Career Development Center provides one-on-one advising, workshops, program group sessions, industry spotlights, mock interviews, case preparation, company site visits, networking opportunities, and more.

### SMALL CLASS SIZES
Our graduate business classes are intimate by design. With a student-to-faculty ratio of 14:1 and an average class size of 26, students participate in class discussions, build relationships with their peers, and engage and network with world-renowned faculty.
The MS in Accounting program at the Gabelli School of Business offers an interdisciplinary approach to accounting, exposing students to topics ranging from capital markets and valuation to big data and forensic accounting. Gabelli MSA students have the opportunity to specialize while mastering the technical skills that are essential to landing the right career after graduation.

**APPLIED AND EXPERIENTIAL LEARNING**
- Career coaching and executive mentoring
- Career exploration speaker series
- Intensive interview preparation
- Networking for Success events
- Specialized technical workshops

**EXTRACURRICULAR ENGAGEMENT**
- The Fordham Accounting and Tax Society (FACTS) provides regular networking events and opportunities to interact with top industry employers. Students also gain experience working with VITA (Volunteer Income Tax Assistance) during tax season.
- Research Center: Center for Professional Accounting Practices

**INDUSTRY GUEST SPEAKERS**
- Beverly T. Connolly, Partner, EY
- Joy Fernandez, Partner, EY
- Sanford I. Fisher, Partner, KPMG
- Edward Morrissey, Partner, Deloitte
- Michael J. O’Neill, Partner, PwC
- Louis Romeo, Partner, Deloitte
- Mary Rosano, Partner, KPMG

**THE MS IN ACCOUNTING PROGRAM HAS TWO STANDARD TRACKS:**

- **The Auditing and Assurance Track** focuses on:
  - Accounting information systems
  - Data analytics
  - Forensics
  - Information assurance
  - IT audit
  - Traditional auditing of financial statements

- **The Accounting Advisory Track** focuses on:
  - Accounting and corporate financial valuation and modeling
  - Business valuation
  - Contemporary issues in financial reporting
  - Financial statement analysis
  - Industry analysis and strategic planning

**NEW STEM TRACKS AVAILABLE**
Our STEM Accounting tracks offer our students the opportunity to extend their knowledge in areas of specialization with a greater emphasis on data analytics and financial theory. The track in Accounting Technology Analytics provides students with the skill set to effectively manage and utilize accounting information systems, while the track in Evaluation Methodology Advisory teaches students the necessary foundation to understand and value complex financial instruments and businesses.

**RECENT EMPLOYERS OF MSA GRADUATES**
CITIC Bank, Deloitte, E*Trade, EY, JPMorgan Chase, KPMG, PwC, New York Life Insurance Company, Thomson Reuters

**CAREER PATHS**
Analyst, Auditor, Risk Assurance Associate, Staff Accountant, Tax Associate

**ALUMNI PERSPECTIVE**
“To me, the Gabelli advantage is the personal touch you receive. The professors and staff at the school know your name, and therefore your experience is a lot more personalized than what you get at most universities.”

OLATUNJI “TJ” IDOWU, MSA ’16
Experienced Associate in Banking and Capital Markets, PwC
The **MS in Applied Statistics and Decision-Making** program at the Gabelli School of Business provides opportunities for students who want to advance in data science. A broad foundation in statistics and the ability to apply it to a specific field—such as finance, big data, or healthcare—is offered through specialized electives and workshops.

### Applied and Experiential Learning

- March Data Crunch Madness competition
- Data mining workshops
- Students provided membership in the American Statistical Association

### Extracurricular Engagement

- The **Fordham Business Analytics Society** connects students with analytics industry leaders, and offers educational resources through special events and initiatives.
- The **Fordham Digital Business Society** aims to create a professional network of students, faculty, and businesses in the field, as well as to inform students of the latest trends.
- **Research Center**: The Center for Digital Transformation

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**Recent Employers of MSSD Graduates**

American Express, Barclays Investment Bank, Cognizant, Convergex, Deloitte, Emblem Health, HSBC, Smart Capital International, United Nations

**Career Paths**

Consultant, Developer, Investment Analyst, Quant Analyst, Risk Management Manager

**Alumni Perspective**

“Beyond bringing an unparalleled level of knowledge to the classroom, the professors that I encountered at Gabelli worked hard to challenge me to apply business theories, big data, web analytics, and statistical techniques to the real world.”

**Jessica Ulbricht**, MSSD ’17
Manager, New York Client Consulting, Factset Research Systems

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**Curriculum Highlights**

- Applied regression analysis
- Experimental design
- Judgment and decision-making
- Machine learning for statistics
- Observational studies
- Statistical methods
- Statistical risk analysis
- Statistical theory

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**Student Population**

- **Female**: 36%
- **Male**: 64%

**GMAT Range (Mid-50%)**

- 590-660

**Global Cities Represented**

- 35

**Rank in the 100 Best Jobs**

- “Statistician”

**Fordham.edu/MSSD**
Businesses are awash in data—creating a growing need for professionals who can turn that information into profitable decisions. The MS in Business Analytics program at the Gabelli School of Business prepares students to apply leading-edge models, methods, and tools to data in ways that help companies to clearly see the road ahead. Electives in Artificial Intelligence and Deep Machine Learning help students carve out a competitive niche through this professional program.

APPLIED AND EXPERIENTIAL LEARNING
- March Data Crunch Madness competition
- Research-focused Design Lab
- Curriculum collaboration with industry advisors and alumni
- Coursework and supplementary workshops in latest software, including Python, Tableau, Spotfire, SPSS, and SAS
- Elective courses available in fintech, blockchain, sports analytics, and more

EXTRACURRICULAR ENGAGEMENT
- The Fordham Business Analytics Society connects students with analytics industry leaders, and offers educational resources through special events and initiatives.
- The Fordham Digital Business Society aims to create a professional network of students, faculty, and businesses in the field, as well as to inform students of the latest trends.
- The Fordham FinTech Network (FiN) involves and connects Fordham students with the fintech industry and its professionals in a learning and professional environment.
- Research Center: The Center for Digital Transformation

RECENT EMPLOYERS OF MSBA GRADUATES
Aetna, Amazon, AXA Advisors, LLC, Booz Allen Hamilton, Cognizant, Deloitte, EY, Facebook, Goldman Sachs, IBM, JPMorgan Chase, McKinsey Consulting, Morgan Stanley, PwC, TD Ameritrade

CAREER PATHS
Analytics Consultant, Big Data Analyst, Data Scientist, Data Warehousing Architect, Information Assurance Specialist, Predictive Modeler, Risk Analyst

ALUMNI PERSPECTIVE
“The MSBA program is cutting-edge and gave me the opportunity to work on a project with the UN. As the VP of international students, I became a confident leader, which helped me stand out in the analytics field.”

JENNY (ZEYANG) GONG, MSBA ’17
Senior Associate, Data Science, Programmatic Buying Unit, GroupM

THE MS IN BUSINESS ANALYTICS PROGRAM
FOCUSES ON:
- Analytics for managers
- Artificial intelligence
- Big data analytics
- Data mining
- Deep machine learning
- Risk analytics
- Text analytics
- Web analytics

FORDHAM.EDU/MSBA
The **MS in Global Finance** program at the Gabelli School of Business covers financial technology, emerging economies, global portfolio strategies, and other core topics in the field. Students develop specialized skills in functions that are valued by international companies, such as financial analysis, VBA, R, Python, Tableau, raising capital, and managing assets and risk.

**APPLIED AND EXPERIENTIAL LEARNING**
- On-site informational meetings with Wall Street executives
- Consulting projects for corporate clients
- High-tech innovative trading lab with Bloomberg Terminals

**EXTRACURRICULAR ENGAGEMENT**
- The **Fordham Finance Society** maintains close ties with its extensive alumni network and also coordinates student participation in professional-development experiences, such as the CFA Institute Research Challenge and the ACG Cup competition.
- The **Fordham FinTech Network (FIN)** involves and connects Fordham students with the fintech industry and its professionals in a learning and professional environment.
- Research Centers:
  - Center for Research in Contemporary Finance
  - The Frank J. Petrilli Center for Research in International Finance

**THE FOLLOWING PREREQUISITES ARE REQUIRED:**
- Basics of Finance
- Basics of Economics
- Basics of Accounting
- Basics of Statistics

All courses are available at the Gabelli School.

**THE MS IN GLOBAL FINANCE PROGRAM FOCUSES ON:**
- Applied investment principles and sell-side research
- Digital currencies such as blockchain
- Dynamics of banking and finance markets
- Economic data and data mining
- Financial modeling
- Fintech compliance and corporate finance
- Global investment principles and global financial markets
- International finance management
- Investment banking
- Impact of financial regulation
- Machine learning for finance

**STUDENTS MUST CHOOSE FROM ONE OF THE FOLLOWING TRACKS:**
- Compliance and Risk Management
- Corporate Finance
- Investment Management
- Fintech

**RECENT EMPLOYERS OF MSGF GRADUATES**

**CAREER PATHS**
Account Manager, Equity Research Associate, Financial Analyst, Investor Relations Associate, M&A Analyst, Proprietary Equity Trader, Research Analyst, Risk Management Associate

**ALUMNI PERSPECTIVE**
“My experience at the Gabelli School afforded me the ability to acquire the technical skills—and the real-life exposure and experiences—that I needed to excel once I reentered the workforce, and to accelerate my career on Wall Street.”

**BRENDON INTEGLIA, MSGF ’15**
Equity Research Associate, MiBIT Capital

**THE MS IN GLOBAL FINANCE**
36 CREDITS (3 terms)
The MS in Information Technology is a professional program that provides the technical and managerial skills required for leadership positions in the field. With courses ranging from information security to forensic computing, and specializations in tracks from IT risk management to digital business innovation, students encounter specific issues in IT management that they will be prepared to successfully handle after graduation.

APPLIED AND EXPERIENTIAL LEARNING
- March Data Crunch Madness competition
- Design Lab, part of the Center for Digital Transformation
- Coursework and supplementary workshops in latest software, including Python, Tableau, and SAS

EXTRACURRICULAR ENGAGEMENT
- The Fordham Digital Business Society aims to create a professional network of students, faculty, and businesses in the field, as well as to inform students of the latest trends.
- Research Center: The Center for Digital Transformation

RECENT EMPLOYERS OF MSIT GRADUATES

CAREER PATHS
Business Technology Consultant, Cybersecurity Analyst, Data Scientist, Database Administrator, Digital Product Manager, IT Auditor, IT Security Manager, Systems Analyst

ALUMNI PERSPECTIVE
“My experiences at the Gabelli School helped me refine the skills I need in my career. From academic competitions to group projects, I am now equipped to constantly assess my team’s responsibilities with regard to client requests, as well as to communicate concisely with other teams.”

JOHN DEMARTINO, MSIT ’16
Vice President of Legal Reporting and Analytics Team, JPMorgan Chase

THE MS IN INFORMATION TECHNOLOGY PROGRAM FOCUSES ON:
- Advanced programming
- Data analytics
- Databases
- Digital transformation
- Enterprise systems
- Information security
- IoT
- Mobile computing
- Strategy
- Systems development
- Web development and electronic platforms
The MS in Management at the Gabelli School of Business focuses on responsible business practices and creative managerial problem-solving that produces benefits for all. Students explore innovative business solutions that allow them to contribute to their industries—and the world at large—with a civic-minded approach.

**APPLIED AND EXPERIENTIAL LEARNING**

- Guest speakers from socially responsible and innovative companies
- Career coaching and executive mentoring

**EXTRACURRICULAR ENGAGEMENT**

- **Fordham Net Impact** represents a new generation of business leaders who want to use their careers to solve the world’s toughest sustainability challenges.
- **Research Centers:**
  - The Center for Humanistic Management
  - Social Innovation Collaboratory
- **Conferences:** Net Impact NYC 2019 Summit, Sustainability Accounting Standards Board (SASB) Conference, Net Impact 2018 Conference
- **Professional Associations:** Net Impact NYC, NY+Acumen, SASB

**GLOBAL IMMERSION**

Global Immersion is a required intensive course that provides students with insights into the context of business innovation. Students visit an international city and gain exposure to the community, politics, and economy through coursework, and company and cultural visits.

**RECENT EMPLOYERS OF MSM GRADUATES**


**CAREER PATHS**

Data Strategist, Financial Services Analyst, Global Quantitative Management Analyst, Management Consultant, Product Manager, Real Estate Analyst, Software Project Manager

**ALUMNI PERSPECTIVE**

“The Global Immersion delivers a firsthand glimpse at how leading industries are developing socially innovative and sustainable solutions to society’s most significant challenges. This opportunity complements the academic experience by provoking you to reconsider traditional management models and explore new definitions of leadership and management.”

MICHELLE GONZALEZ, MSM ’19
Associate, Development Program, Columbia Bank New Jersey

**THE MS IN MANAGEMENT PROGRAM FOCUSES ON:**

- Business strategy for the modern world
- Design thinking
- Finance in sustainable organizations
- Leading organizations in the 21st century
- Managerial statistics
- Modern management
- Modern operation and supply chain management
- Purpose-driven marketing
- Sustainable business and global initiatives management

**FORDHAM.EDU/MSM**
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.

**APPLIED AND EXPERIENTIAL LEARNING**

- Professional-level analytical project with real clients
- Hands-on learning with Salesforce
- Practical training with SPSS, Tableau, and Excel analytical software
- Membership in American Marketing Association and invitations to its exclusive networking events
- Electives that can include data mining, advanced statistical methods, and predictive analytics
- Marketing analytics
- Marketing decision models

**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.
The MS in Media Management program at the Gabelli School of Business prepares students for careers in both traditional and new media industries, emphasizing innovation, entrepreneurship, public relations, marketing, brand strategy, social media, and new product development. The courses are taught by full-time faculty who are recognized experts in their fields, and visiting executives who have experience working with top media firms.

APPLIED AND EXPERIENTIAL LEARNING

- Research projects for top New York City media firms
- Site visits to traditional media companies and startups
- Guest lectures from high-level executives in the field
- Global immersion focused on studying the economy of an international city

EXTRACURRICULAR ENGAGEMENT

- The Fordham Media and Entertainment Alliance student group organizes industry-relevant conferences and events. It collaborates with other New York City business schools to expand students’ professional networks, and it offers recruiting opportunities for students and alumni.
- Research Center: The Center for Communications

RECENT EMPLOYERS OF MSMM GRADUATES

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

CAREER PATHS

Digital Product Manager, Digital Strategist, Director of Social Media, Research Analyst, Senior Digital Analyst, Sports Media Analyst

ALUMNI PERSPECTIVE

“Gabelli gave me the skills and insights to be competitive in a global industry. My professors gave me focused and personal instruction, and the flexibility of the program allowed me to tailor my education to my career as a film producer.”

ANDREW HEVIA, MSMM ’15
Co-Producer, Moonlight
(Winner of 2017 Academy Award, Best Picture of the Year)
Behind every great financial-services firm, one finds great quantitative analysts. The MS in Quantitative Finance program prepares students to fill these crucial roles, teaching them how to construct models, analyze data, and write programs. In addition to multiple programming languages, the curriculum covers mathematical and statistical modeling techniques, as well as financial technology, all framed in the context of actual financial problems.

**APPLIED AND EXPERIENTIAL LEARNING**

- Internship opportunities in top financial-services firms in New York City
- Research opportunities in machine learning, algorithmic trading, and financial analytics
- Seminar series with leading industry professionals

**EXTRACURRICULAR ENGAGEMENT**

- The Fordham Quantitative Finance Society aims to elevate students’ technical skills. Ongoing networking nights help students to best position themselves for the top financial-services firms.
- **Research Centers:**
  - Center for Research in Contemporary Finance
  - The Frank J. Petrilli Center for Research in International Finance

**THE FOLLOWING PREREQUISITES ARE REQUIRED:**

- Basics of Finance*
- Basics of Economics*
- Financial Accounting*
- Ordinary Differential Equations
- Mathematics
- Computer Programming
- Linear Algebra
- Multivariable Calculus

*These courses are available at the Gabelli School.

**RECENT EMPLOYERS OF MSQF GRADUATES**

Bank of America Merrill Lynch, Bloomberg, Citigroup, Credit Suisse, Deloitte, JPMorgan Chase, Moody’s, Morgan Stanley, Numerix, RBC Capital Markets, Société Générale,

**CAREER PATHS**

Financial Engineer, Quantitative Developer, Quantitative Researcher, Risk Analyst

**ALUMNI PERSPECTIVE**

“The Gabelli experience is not just about learning from the best, though that is part of it. More importantly, I find that the core values of hard work, curiosity, and honesty have stuck with me in both my career and my personal life.”

**YUAN PENG, MSQF ’14**

Associate, JPMorgan Chase

**THE MS IN QUANTITATIVE FINANCE PROGRAM FOCUSES ON:**

- Advanced finance theory
- Algorithmic trading
- Big data analytics in finance
- Blockchain applications in finance
- Computational finance
- Derivatives analytics
- Machine learning and econometrics
- R/Python/C++ for finance
- Risk management

**GLOBAL CITIES REPRESENTED**

40

**680-720 GMAT RANGE (MID-50%)**

**STUDENT POPULATION**

FEMALE 49%
MALE 51%

**AVERAGE UNDERGRADUATE GPA**

3.51

**FORDHAM.EDU/MSQF**
The MS in Taxation program at the Gabelli School of Business is ideal for experienced candidates who want to reach the next level in their careers. Grounded in strong technical skills, applied learning, and deep engagement with industry professionals, the MS in Taxation program prepares graduates to master the latest tax code, and to be leaders within their organizations.

APPLIED AND EXPERIENTIAL LEARNING
- Specialized workshops and seminars
- Career exploration speaker series
- Training in use of digital and social media in the job search
- Networking for Success events
- Intensive interview preparation
- Career coaching and executive mentoring

EXTRACURRICULAR ENGAGEMENT
- The Fordham Accounting and Tax Society (FACTS) provides regular networking events and opportunities to interact with top industry employers. Students also gain experience working with VITA (Volunteer Income Tax Assistance) during tax season.
- Research Center: Center for Professional Accounting Practices

RECENT EMPLOYERS OF MST GRADUATES
BDO, Deloitte, EY, Grant Thornton, HC Global, KPMG, Morgan Stanley, PwC

CAREER PATHS
Corporate Tax Manager, Hedge Fund Accountant, Staff Tax Accountant, Tax Associate

ALUMNI PERSPECTIVE
“Gabelli gave me the support, leadership opportunities, and professional tools I needed, as an international candidate, to not only land a role in a large accounting firm but to also thrive there.”

HANYING WANG, MST ’16
Tax Consultant, Deloitte

THE MS IN TAXATION PROGRAM HAS TWO AVAILABLE TRACKS:

The Corporate Taxation Track focuses on:
- Corporate tax planning strategies
- International taxation and transfer pricing
- Partnerships
- State and local taxes
- Tax provision

The Individual Wealth Management Taxation Track focuses on:
- Estate planning
- Tax implications of employee benefits and retirement plans
- Tax planning for high-net worth individuals
- Taxation of U.S. and foreign expatriates
The online MS in Management curriculum provides a comprehensive understanding of how businesses serve their customers, employees, and society. Students develop core leadership skills that enable them to analyze and tackle contemporary management issues and learn responsible business practices needed to be a successful leader.

AS A STUDENT, YOU WILL:

• Build foundational business skills in subjects such as accounting, finance, marketing, and statistics to gain a stronger command of numbers and data.
• Benefit from the ease of an online program thanks to live, seminar-style online classes, interactive coursework available through a mobile app, and online study group sessions and one-on-one office hours.

RESIDENCIES
As part of the program, students participate in a residency experience in New York City. For three days, students will have the opportunity to test out their newly acquired skills with a variety of companies and organizations in the business capital of the world. Residencies are required.

WHO IT’S FOR
In addition to quantitative coursework, Fordham’s online Master’s in Management covers topics such as strategy, leadership and communications. The typical candidate audience usually consists of those with a non-business background looking to gain foundation-level knowledge.

GLOBAL WEWORK ACCESS
A great workspace is important for student success in the program. That’s why every Fordham Business Online student receives a complimentary Global Access membership to WeWork.

The online MS in Strategic Marketing Communications curriculum prepares working professionals with the skills and the confidence to deliver creative, targeted approaches to marketing and media communications that drive organizations into the future. The online courses of this program connect students with industry experts in the global media hub.

AS A STUDENT, YOU WILL EXPLORE THE FOLLOWING TOPICS:

• Understanding today’s consumers
• Social and digital media
• Persuasive corporate communication
• Crisis management
• Purpose-driven marketing

RESIDENCIES
Residencies are three-day experiences that put students inside top New York companies, where they network face-to-face with marketing and media executives. They explore the latest integrated approaches in marketing, advertising, and media as they see how companies like Ogilvy and Mather, Ketchum PR, BBDO, and Ad Club of New York deliver successful campaigns to broad audiences. Residencies are required.

WHO IT’S FOR
The job outlook for advertising, marketing, and promotions managers is expected to grow 10 percent—an estimated 249,600 new jobs—between 2016 and 2026. The MS in Strategic Marketing Communications online at Fordham prepares professionals in the field with the integrated strategies needed to pursue those upper-level positions.

GLOBAL WEWORK ACCESS
A great workspace is important for student success in the program. That’s why every Fordham Business Online student receives a complimentary Global Access membership to WeWork.
Securing your place in the next class of incoming Gabelli School MS candidates could set the tone for the rest of your business career. Our highly personal admissions philosophy is based on cura personalis, a Jesuit principle built on a deep respect for each individual and his or her potential.

We look for applicants that demonstrate the following quality attributes:

- Leadership
- Teamwork
- Ethics
- Communications Skills
- Critical/Analytical Thinking
- Emotional Intelligence

APPLICATION REQUIREMENTS

- GMAT/GRE
- Résumé
- Essay(s)
- One letter of recommendation
- Interview
- Application fee: $130.00

TOEFL/IELTS/PTE/DUOLINGO for international applicants

Official undergraduate and graduate transcript(s)

Transcript evaluations for international applicants

For current tuition and fees, please visit fordham.edu/GSB-Tuition
SPECIALIZED MASTER OF SCIENCE PROGRAMS

Midtown NYC