MS IN MARKETING INTELLIGENCE

The STEM-designated MS in Marketing Intelligence at the Gabelli School of Business combines the study of customer behavior with big data analytics to enable students to produce revenue-generating marketing insights. Students participate in hands-on analytical research, master data-driven decision-making, and use modeling in both the curriculum and applied projects.

GABELLI AT A GLANCE

<table>
<thead>
<tr>
<th>STUDENT POPULATION</th>
<th>APPLICANT ORIGINS</th>
<th>STUDENT:FACULTY RATIO</th>
<th>AVERAGE GMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEMALE 53%</td>
<td></td>
<td>14:1</td>
<td>645</td>
</tr>
<tr>
<td>MALE 47%</td>
<td></td>
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FALL 2018 APPLICATION DEADLINES

<table>
<thead>
<tr>
<th>ROUND</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRIORITY</td>
<td>OCTOBER 13</td>
</tr>
<tr>
<td>ROUND 1</td>
<td>NOVEMBER 15</td>
</tr>
<tr>
<td>ROUND 2</td>
<td>JANUARY 19</td>
</tr>
<tr>
<td>ROUND 3</td>
<td>APRIL 15</td>
</tr>
<tr>
<td>ROUND 4</td>
<td>JUNE 1</td>
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</tbody>
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APPLICATION REQUIREMENTS

- GMAT/GRE
- RÉSUMÉ
- ESSAY(S)
- LETTERS OF RECOMMENDATION (x2)
- INTERVIEW
- APPLICATION FEE: $130.00
- TOEFL/IELTS FOR INTERNATIONAL STUDENTS
- OFFICIAL UNDERGRADUATE AND GRADUATE TRANSCRIPT(S)

COST PER CREDIT

- $1,495 PER CREDIT
- 36 CREDITS*

*plus any required prerequisite courses

ALUMNI PERSPECTIVE

PAWAN “RAJ” RAJARAAM
MSMI ’16
DATA SCIENTIST, IBM

“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.”

FEMALE 53%
MALE 47%

SIZE OF ALUMNI NETWORK

37,000
MS IN MARKETING INTELLIGENCE

THE GABELLI EDGE

DISCOVER GABELLI

Learn about the Gabelli School’s unique culture, values, and community by participating in Discover Gabelli, our admissions engagement experience. Visit Fordham.edu/visitGSB, and sign up for a Discover Gabelli On-Campus event in the heart of New York City for a tour, a classroom visit, a counseling session, a conversation with current students, or all of the above! If you’re not able to join us on campus, you can Discover Gabelli Off-Campus at one of our admissions events around the globe.

COFFEE CHATS

Join a member of the admissions committee in a casual and relaxed setting to learn more about our program, the admissions process, and the overall Gabelli experience! To sign up for a Coffee Chat, go to Fordham.edu/visitGSB

CAREER PATHS

Brand Planner, Data Scientist, Digital Analyst, Market Researcher, New Media Analyst, Social Media Analyst

TOP EMPLOYERS

Accenture, Bank of New York, Booz Allen Hamilton, Digitas, Initiative Media, Kraft Foods, Kantar Research

BUSINESS WITH PURPOSE

Profit is no longer enough. The global marketplace demands business leaders who can create transformational change, innovating and contributing to the greater good all at once. It’s called business with purpose. It stems from our Jesuit roots, and it’s how we cultivate leaders who have a lasting impact.

STUDENT RESOURCES

WORKSHOPS AND GROUP SESSIONS

SPSS and data-visualization workshops
Experiential career-development workshops
Analytical consulting project with real clients

FORDHAM GRADUATE MARKETING SOCIETY

The Fordham Graduate Marketing Society connects students with marketing professionals, including Fordham alumni, through year-round networking opportunities. It enhances learning experiences beyond the classroom with events such as its annual Marketing Plan Competition, Innovation Series, and career panels.

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FACEBOOK.COM/GSBGRADUATE
FORDHAM.EDU/LINKEDINGSB