

UNIVERSITY LINKS ▾

REQUEST INFO ▾

SCHOOL NEWS ▾

Search

REQUEST INFO »



University of
Pittsburgh | Joseph M. Katz Graduate School of Business
and College of Business Administration

APPLY NOW

GIVE NOW



≡ MENU

Undergraduate

Graduate

Executive Education

PhD

Faculty & Research

Alumni

Admissions

About

Master of Science in Marketing Science



Academics

[Academics Overview](#)

[Master of Science](#)

[MS Marketing Science](#)

[Requirements](#)

[Courses](#)

[Professional Development](#)

[MS International Applicant Admission and FAQ](#)

Katz MS in Marketing Science (Formerly known as Customer Insights)



Master Marketing Data and Analytics

Businesses increasingly are relying on data to discover what motivates people to buy, and today's employers are demanding more technical and analytical skills from their marketing teams.

Position yourself at the forefront of marketing science through a combination of foundational coursework and experience-based learning opportunities. Partner with businesses on real problems, and learn how to build effective strategies using data and technology. Be prepared for the future of marketing as you gain a broad introduction to marketing and in-depth study of customer insights, research techniques, data analytics, digital marketing, and social media marketing. Learn how to build effective marketing strategies based on data and the latest technological tools.



The Katz Master of Science in Marketing Science is a 30-credit master's degree program you may complete in two terms of full-time study beginning in the fall (August) term. You may also pursue the degree part time starting in the fall, spring (January), or summer (May).

You'll also have access to research opportunities and industry connections through the Katz Center for Branding, a leading research center for branding and digital marketing.

Learn More



Courses

Curious about the courses you'll take as an MS in Marketing Science student?

[View courses and recommended electives.](#)





Professional Development

Here you'll find information about workshops, clubs, and other opportunities to develop professionally as an MS in Marketing Science student.

STUDENT SPOTLIGHT