




**NANYANG
TECHNOLOGICAL
UNIVERSITY**
SINGAPORE

Nanyang Business School

*INNOVATE.
LEAD.
TRANSFORM.*

**MSc MARKETING
SCIENCE**

A background image showing a blue-toned robotic hand holding a human hand. The robotic hand is metallic and complex, with visible joints and wiring. The human hand is shown from the wrist up, with fingers slightly curled. The overall image has a blue and purple color scheme.

As a premier business school within a leading technological university, Nanyang Business School (NBS) is the nexus of world-class innovation, research, and business education.

INNOVATE. LEAD. TRANSFORM.

INNOVATE FOR THE FUTURE

Situated within the tech and innovation ecosystem of Nanyang Technological University, Singapore (NTU Singapore), we are uniquely placed to collaborate with industry to create and share knowledge on how cutting-edge technologies can be leveraged in every domain of business to accelerate enterprise transformation and shifts towards a smart economy. We envision and advocate the use of technology to address future business and societal challenges such as urban sustainability, resilient supply chains, and healthcare and ageing. Simply put, we equip our participants with the know-how to stay relevant and innovate for the future.

LEAD WITH IMPACT

We bring together NBS' expertise in leadership and NTU Singapore's strengths in science and technology to nurture strategic, entrepreneurial leaders to address the broader issues in business, society, and the environment. Through our programmes, we develop ethical leaders who possess a greater sense of purpose to transform the status quo, forge new paths, create value, and deliver impact wherever they are.

TRANSFORM WITH CULTURAL DEXTERITY

We are located in Singapore, at the heart of an East-West amalgamation of culture and business. Our programmes hold the best that both worlds offer. Our strong Asian heritage is complemented by our world-class faculty, as well as deep business insights grounded by research in cultural intelligence, Asian consumer psychology, and the emerging markets in ASEAN. Globally minded business leaders are imbued with the cultural dexterity to succeed in dynamic Asia and beyond.

THE MSc MARKETING SCIENCE EDGE

Digital disruption is redefining marketing and consumer behaviour. It is increasingly important for marketers to be equipped with in-depth and up-to-date knowledge of marketing, consumer insights, and marketing technology. The MSc Marketing Science (MMS) is designed to nurture you into a strategic marketer who can navigate marketing analytics and technology to create intelligent and data-backed marketing campaigns.

1

360-DEGREE MARKETING COMPETENCY

Be a valuable asset to any company with strategic thinking and the ability to bridge consumer insights and marketing technology. Our programme helps you to develop keen consumer insights through a thorough understanding of marketing frameworks, consumer psychology, and new technology.

You will also learn how to leverage the power of marketing technology to maximise digital performance and transform data into insights using marketing analytics to develop effective and impactful campaigns.

2

FOCUS ON CUTTING-EDGE MARKETING TOOLS

The shift in trends and behaviours brought about by digital disruption calls for new tools to understand consumers. Our innovative curriculum covers AR/VR, AI and Robotics in Marketing, Consumer Neuroscience and Neuromarketing, and Ethnography, which will equip you with advanced skill sets to navigate the fast-changing marketing world.

3

PRACTICAL AND INDUSTRY- RELEVANT

Our close collaborations with key industry partners and a practice-oriented teaching approach allow real-world challenges to be brought into the classroom for discussions and debates. These interactive classes, coupled with case projects, guest lectures, and field visits, boost your communication and leadership skills, team building, and cultural awareness, which are essential and sought after in today's highly connected global workplace.



EXPAND YOUR PROFESSIONAL NETWORK

The MSc Marketing Science programme attracts outstanding and talented individuals. The cohort comprises high-calibre participants from diverse backgrounds, enriching your peer-to-peer learning experience. Besides the connections that you make in the classroom, you will also become part of NTU's growing alumni network – a rich environment for exchanging ideas and sharing insights!

TYPICAL CLASS PROFILE



60

CLASS SIZE



23

AVERAGE AGE



<5 YEARS

WORK EXPERIENCE



90% +

INTERNATIONAL STUDENTS



TOP 3

UNDERGRADUATE MAJORS

- ARTS / HUMANITIES
- BUSINESS / MANAGEMENT
- ECONOMICS

ALUMNI COMMUNITY



>286,000

NTU ALUMNI



>62,000

NBS ALUMNI



171

COUNTRIES

GROW WITH THE SUPPORT OF WORLD-CLASS FACULTY

The faculty is the heart of any programme. The faculty members who teach our MMS programme have a wealth of experience in their different fields of expertise. Not only do they hold advanced degrees from the best schools in the world, but they have also spearheaded academic and cutting-edge research initiatives, and have served as consultants to leading MNCs or sit on the board of directors across a wide array of industries and market segments.

PROGRAMME STRUCTURE

The MSc Marketing Science is a one-year full-time programme comprising 12 full courses across three trimesters. Classes commence in August and will be completed in May the following year.



JUL

PRE-TERM

Business Communications —
(selected students only)

ORIENTATION

NOV-FEB

TRIMESTER 2

13 weeks of coursework + 3 weeks of recess

Consumer Psychology —
Corporate B2B Marketing —
Consumer Neuroscience and Neuromarketing —
Ethnography in Practice —

JUL-DEC

INTERNSHIP (OPTIONAL)

AUG-OCT

TRIMESTER 1

13 weeks of coursework + 1 week of recess

— Strategic Marketing
— Marketing Research
— Digital Marketing
— Integrated Marketing Communications

MAR-MAY

TRIMESTER 3

13 weeks of coursework

— Finance for Marketing Decisions
— Marketing Analysis
— Branding
— Marketing in the Tech Era



Note: Schedule and courses are subject to change

CAREER DEVELOPMENT

The Graduate Studies Career Development Office (GSCDO) is here to translate your NBS experience into the right job fit amid a constantly evolving corporate landscape.

We continually push the boundaries to gear you up for a rewarding and fulfilling career. To ensure that you get the best start to your career journey, we provide you access to a wide range of resources and activities throughout the academic year.



1-ON-1 CAREER COACHING



CAREER RESOURCES



RECRUITMENT EVENTS



GLOBAL OPPORTUNITIES



INTERNSHIPS



ALUMNI NETWORK

ADMISSION PROCESS

REQUIREMENTS

- A good bachelor's degree from any discipline
- GMAT or GRE score is optional
- TOEFL or IELTS score, if English was not the medium of instruction at the undergraduate level
- Work experience is not required

ONLINE SUBMISSION

www.applynbs.com/apply

APPLICATION DEADLINES

Round 1: 31 January

Round 2: 31 March

PROGRAMME FEE

S\$63,220.00 (Inclusive of GST)*

* Tuition fee shown is inclusive of GST applied from 1st January 2024. From 1st January 2024, GST rate will be increased to 9%.

APPLICATION FEE

S\$100

SCHOLARSHIPS & FINANCIAL AID

ASEAN Development Scholarship

This partial scholarship is awarded to nationals of ASEAN member countries (excluding Singapore) as part of NBS's effort to accelerate economic and social progress in the Member States of ASEAN. Each scholarship quantum is at 40% of the tuition fee.

MSc Marketing Science Merit Scholarship

NBS awards partial scholarships to outstanding candidates on a competitive basis. Scholarship applicants must possess strong academic records, demonstrated leadership qualities and potential, and for working professionals, a good career progression. This scholarship is open to candidates of all nationalities, except those who are already receiving a scholarship.

NTU Alumni Grant

NTU alumni who have completed a bachelor's or postgraduate degree at NTU are eligible for an alumni grant of 10% of the tuition fees.

Singapore Citizen & Singapore PR Grant

Singapore Citizens and Singapore Permanent Residents are eligible for a grant of 10% of the tuition fees.

WHY SINGAPORE

Situated at the heart of Asia, Singapore is a unique confluence of East and West. With every major Asian city within a six-hour flight, the island city is the ideal place to experience the psyche, culture, and practices of the region, from China to India, Southeast Asia, and Northeast Asia.

As a leading business and financial centre, Singapore is on par with global cities like London, Tokyo, and New York. And with good reason.

- Singapore has overtaken the USA to become the most competitive nation in the world, according to the World Economic Forum (WEF) 2019 Competitiveness Report, well recognised for ease of doing business, a robust labour force, and low levels of bureaucracy.
- It is one of the most business-friendly cities, providing a vibrant and stable environment that fosters entrepreneurship and innovation.
- As the centre of global economic activity pivots east, Singapore is the perfect base to tap into Asia's growth.

Singapore is first in the world for doing business* and Asia's Most Liveable City^.

* Source: Singapore Economic Development Board (EDB) — Business-friendly Environment

^ Source: Quality of Living Worldwide City Rankings, Mercer survey, 2019

WHY NTU

Young and research-intensive, Nanyang Technological University, Singapore (NTU Singapore) has 33,000 undergraduate and postgraduate students in engineering, business, science, humanities, arts, social sciences, education, and medicine.

NTU is home to world-class institutes – the National Institute of Education, S Rajaratnam School of International Studies, Earth Observatory of Singapore, and Singapore Centre for Environmental Life Sciences Engineering – as well as leading research centres such as the Nanyang Environment & Water Research Institute and Energy Research Institute @ NTU.

The NTU Smart Campus is frequently listed among the Top 15 most beautiful university campuses in the world. Besides its main campus in the western part of Singapore, NTU also has a medical campus in Novena, Singapore's healthcare district.

26th IN THE WORLD*

1st IN THE WORLD**

* Quacquarelli Symonds World University Rankings

** Times Higher Education Young University Rankings



TUMCREATE is a research platform by Technical University of Munich and NTU Singapore for the improvement of Singapore's public transportation.

MSc MARKETING SCIENCE

NANYANG BUSINESS SCHOOL NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE







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SCAN QR TO START
YOUR APPLICATION

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Xiaohongshu:
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AACSB
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