

Master of Science Degrees

[Home](#) > [Academic Programs](#) > [Graduate](#) > [Master's Degrees](#) > [Master's in Marketing](#)

MASTER'S IN MARKETING



The professors in Zicklin's **MS in Marketing** program guided international student **Maria Anna Karga** through "theoretical knowledge" as well as "practical projects" that gave this career changer "the confidence and also the skills to apply for my dream job."

The Master's in Marketing gives you a comprehensive look into consumer-decision making and strategic processes that prepares you for a successful career in marketing.

Our specialized concentrations in Digital Marketing, International Business, Marketing Analytics, and Marketing Management let you tailor your studies to your professional goals.

Program Highlights

- 30 – 33 Credits
- Average completion 3 – 4 semesters
- Specialized concentration in Digital Marketing, International Business, Marketing Analytics, and Marketing Management

Career Outcomes

Companies that employ Zicklin graduates

American Express, AT&T, CBS, Consumer Reports, NBC Universal, New York Life, Pfizer, Target, Unicef, Weill Cornell Medicine



Positions

Brand Sales Planner, Marketing Manager, Senior Marketing Manager, Product Development Manager, Marketing Analyst, Research Manager, SEO Analyst, Marketing Coordinator, Business Analyst

Preliminary Courses and Waivers

Preliminary Course (3 credits)

Students with appropriate academic background will be able to reduce the number of preliminary requirement credits.

Zicklin Course	Zicklin Course Title	Credits
STA 9708	Managerial Statistics	3

STA 9708 is waived based on 6-credits of prior coursework in statistics with a minimum grade average of B-, within 5 years prior to entering the MS program.

Marketing Management Concentration

The Marketing Management concentration allows students to customize their program by choosing elective courses from any 9 courses in the [Allen G. Aaronson Department of Marketing and International Business](#). Students may also take selected courses in statistics and computer information systems, which may require additional prerequisite courses that may be waived based on prior coursework.

Total credits will range from 30 (no preliminary courses required) to 33 (all preliminary courses required).

This curriculum is effective for students entering in Spring 2022. Students who entered prior to Spring 2022 should review the [Spring 2022 Bulletin](#) or contact a program advisor to confirm their degree requirements.

Required Courses (12 credits)

Credits

BUS 9551	Business Communication I	1.5
MKT 9702	Marketing Research	3
MKT 9703	Marketing Management	3
MKT 9716	Consumer Behavior	3
MKT 9759	Marketing Consulting Practicum	1.5

Elective Courses (18 credits)

Choose a total of 18 credits from any 9000-level courses in the Department of Marketing and International Business (MKT/IB). Students can also choose the following STA/CIS courses.

CIS 9340	Principles of Database Management Systems	3
STA 9700	Applied Regression Analysis	3
STA 9705	Multivariate Statistical Methods	3



STA 9750/ OPR 9750	Software Tools for Data Analysis	3

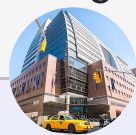
Digital Marketing Concentration

Advances in Internet technologies, digitization and social networking are transforming business interactions with customers and partners. The MS concentration in Digital Marketing provides you with cutting-edge strategic and analytical skills to thrive in a competitive environment. You will learn the necessary technical foundations to become a leader digital marketing efforts in a modern business environment.

Total credits will range from 30 (no preliminary courses required) to 33 (all preliminary courses required).

This curriculum is effective for students entering in Fall 2022. Students who entered prior to Fall 2022 should review the [Graduate Bulletin](#) or contact a program advisor to confirm their degree requirements.

Required Courses (15 credits)		Credits
BUS 9551	Business Communication I	1
MKT 9702	Marketing Research	3
MKT 9703	Marketing Management	3
MKT 9716	Consumer Behavior	3
MKT 9759	Marketing Consulting Practicum	1
MKT 9780	Digital Marketing (a hands-on, tactical course)	3
Elective courses (15 credits)		
Choose a minimum of 9 credits from the following:		
MKT 9726	Direct Marketing I: Strategy and Tactics	3
MKT 9728	Media Planning in the Digital World	3
MKT 9736	Direct Marketing II: Database Marketing and Managing the Creative Process	3
MKT 9737	Marketing Analytics	3
MKT 9738	Web Analytics and Intelligence	3
MKT 9741	Marketing Analytics with Big Data	3
MKT 9742	Social Media Analytics	3
MKT 9764	Internet Marketing and Global Business	3
MKT 9782	Search Engine Marketing	1
MKT 9783	Social Media Marketing	1
MKT 9785	Digital Marketing Strategy	3
MKT 9794	Special Topics in Digital Marketing	1
MKT 9795	Special Topics in Digital Marketing	3
Choose up to 6 credits from any 9000-level courses in the Department of Marketing and International Business, including the following STA/CIS courses.		
CIS 9340	Principles of Database Management Systems	3



STA 9661	Multivariate Statistics for Business Analytics	3
STA 9700	Applied Regression Analysis	3
STA 9705	Multivariate Statistical Methods	3
STA 9750/ OPR 9750	Software Tools for Data Analysis	3

Marketing Analytics Concentration

Marketing depends on good analytical skills and ability to develop actionable insights from data. The Marketing Analytics concentration in the MS program provides you with the tools to handle data from traditional and digital sources and use that information to make sound strategic decisions.

Total credits will range from 30 (no preliminary courses required) to 33 (all preliminary courses required).

This curriculum is effective for students entering in Fall 2022. Students who entered prior to Fall 2022 should review the [Graduate Bulletin](#) or contact a program advisor to confirm their degree requirements.

Required Courses (15 credits)		Credits
BUS 9551	Business Communication I	3
MKT 9702	Marketing Research	3
MKT 9703	Marketing Management	3
MKT 9716	Consumer Behavior	3
MKT 9737	Marketing Analytics	3
MKT 9759	Marketing Consulting Practicum	3
Elective Courses (15 credits)		Credits
Choose a minimum of 9 credits from the following:		
MKT 9728	Media Planning in the Digital World	3
MKT 9738	Web Analytics and Intelligence	3
MKT 9740	Data-driven Marketing Strategy	3
MKT 9741	Marketing Analytics with Big Data	3
MKT 9742	Social Media Analytics	3
MKT 9780	Digital Marketing	3
MKT 9782	Search Engine Marketing	3
MKT 9783	Social Media Marketing	3
MKT 9785	Digital Marketing Strategy	3
MKT 9796	Special Topics in Marketing Analytics	3
MKT 9797	Special Topics in Marketing Analytics	3
STA 9661	Multivariate Statistics for Business Analytics Prerequisite: STA 9708 – Applied Statistical Analysis for Business Decisions	3



Choose up to 6 credits from any 9000-level course in the Department of Marketing and International Business. Students can choose from the following:	
CIS 9467	Business Modeling with Spreadsheets
CIS 9660	Data Mining for Business Analytics Prerequisite: STA 9708 – Applied Statistical Analysis for Business Decisions and CIS 9650 Programming for Analytics
STA 9700	Applied Regression Analysis Prerequisite: STA 9708 – Applied Statistical Analysis for Business Decisions
STA 9705	Multivariate Statistical Methods
STA 9750/ OPR 9750	Software Tools for Data Analysis

International Business Concentration

In today’s global economy, marketing professionals must understand and anticipate the opportunities available throughout the world and incorporate them into their strategies. A concentration in International Business provides students with the skills to design and implement an organization’s global marketing strategy. For example, students will learn how culture, differences in consumer behavior, trade policies and logistics influence business.

Total credits will range from 30 (no preliminary courses required) to 33 (all preliminary courses required).

This curriculum is effective for students entering in Spring 2022. Students who entered prior to Spring 2022 should review the [Spring 2022 Bulletin](#) or contact a program advisor to confirm their degree requirements.

Required Courses (13.5 credits)		Credits
BUS 9551	Business Communication I (see note below)	1.5
IBS 9600	International Business Fundamentals	1.5
MKT 9702	Marketing Research	3
MKT 9703	Marketing Management	3
MKT 9716	Consumer Behavior	3
MKT 9759	Marketing Consulting Practicum	1.5
Elective Courses (16.5 credits)		Credits
IBS 9761	Emerging Markets and the International Business Environment	3
IBS 9767	Global Firms, Cultures and Governments	3
IBS 9769	Developing a Global Mindset	3
IBS 9791	Special Topics in International Business	1.5
IBS 9793	Special Topics in International Business	3
MKT 9764	Internet Marketing and Global Business	3
MKT 9766	International Marketing Management	3



MKT 9774	International Logistics	3
CIS 9230	Globalization and Technology	3
COM 9656/ IBS 9756	International Business Communications	3
LAW 9740	International Trade and Investment Law	3
MGT 9870	International Comparative Management	3

Students are encouraged to complete internships, but they cannot be counted as credits towards the MS degree.

Visa Extension for STEM International Students

The MS in Marketing (Digital Marketing and Marketing Analytics Concentrations) conforms to the U.S. Department of Homeland Security’s STEM (Science, Technology, Engineering, Math) program that qualifies eligible international graduates on student visas for an optional practical training extension of 24-months. [Find out more here.](#)

Graduate Admissions

Address: 151 E. 25th St. Room 820 (between Lexington and Third Avenues)

Phone: (646) 312-1300

Fax: (646) 312-1301

Website: [Graduate Admissions](#)

