

[Find My Program \(/find-your-program/graduate\)](/find-your-program/graduate)

MARKETING, SOCIAL MEDIA AND MOBILE MARKETING, MS

Location

New York City

Associated College**Lubin School of Business** [\(/lubin\)](/lubin)

TRANSFORM THE WAY CUSTOMERS THINK

Social media and mobile technology are continually transforming the way customers and firms interact. With our unique master's degree in social media and mobile marketing, you'll be able to meet the challenges presented by evolving media's impact on the marketplace head-on.

View Curriculum[\(https://catalog.pace.edu/graduate/schools/lubin-school-business/graduate-degree-programs/ms-lubin-degrees/social-media-mobile-marketing-strategies-ms/\)](https://catalog.pace.edu/graduate/schools/lubin-school-business/graduate-degree-programs/ms-lubin-degrees/social-media-mobile-marketing-strategies-ms/)

This program is STEM designated, which means you will be trained in areas of technology that are in high demand with United States employers. International students studying in person on student visas will be eligible for an Optional Practical Training (OPT) extension of 24 months, for a total of 36 months.

ACQUIRE A MULTIDISCIPLINARY SKILL SET

[APPLY \(/APPLY-NOW\)](/apply)[REQUEST INFO \(/REQUEST-INFORMATION\)](/request-information)[VISIT \(/ADMISSION-AND-AID/PLAN-VISIT\)](/admission-and-aid/plan-visit)

Develop or refine your expertise in digital marketing communications

Implement and evaluate social media and mobile marketing strategies

PACEUNIVERSITY

Measure the effectiveness of digital campaigns

#PaceGoGetters: Lucais Marks



ADD OPPORTUNITIES AND EXPERIENCES

Mobile and social are the new normal in marketing. Our MS in Social Media and Mobile Marketing at the Lubin School of Business is designed for anyone from recent college graduates to more experienced marketers who seek to develop or refine their expertise in digital marketing communications. By enrolling in this program, you will enjoy accelerated exposure to cutting-edge thinking in the social/mobile space.

Coursework is integrated with real-world, real-time projects, and you will have access to leading industry practitioners and guest speakers. Additionally, the program is STEM-designated, offering international students the ability to work for longer periods without immediate need of sponsorship.

The program offers the ultimate blend of strategy and science for creating, delivering, and managing brand communications. You will acquire the knowledge, tools, and multidisciplinary skills needed for researching, planning, implementing, and evaluating social media and mobile strategies. Students evaluate and measure

communications campaigns; segment and target markets for social media and

APPLY (/APPLY-NOW)

REQUEST INFO (/REQUEST-INFORMATION)

VISIT (/ADMISSION-AND-AID/PLAN-VISIT)

mobile tactics; devise strategies for integrated communications using traditional and new media; integrate digital campaign strategy with objectives, brand strategy, and media plans; and track and measure campaigns using industry-standard metrics and techniques.

My favorite Lubin experience was participating in—and winning!—marketing data science competitions organized by marketing firms Publicis and Group M. I still find the knowledge and skills I obtained during those competitions an invaluable contribution to my day-to-day strategic and tactical tasks at work.

—Elina Nesterova '17, Social Media Director, Solve(d)

CHOOSE YOUR CAREER

CAREER OPTIONS

Director of Mobile Marketing

Director of Online Communications

Director of Social Marketing and Brand Communications

Director of Social Media Strategy

Engagement Manager

Multimedia Communications Specialist

Online Content Coordinator

Social Media Account Executive

WHERE GRADUATES ARE EMPLOYED

American Friends of the Hebrew University

Barneys
[APPLY \(/APPLY-NOW\)](#)

[REQUEST INFO \(/REQUEST-INFORMATION\)](#)

[VISIT \(/ADMISSION-AND-AID/PLAN-VISIT\)](#)

Bayer Healthcare

PACEUNIVERSITY

Booz Allen

Cartier

Consumer Reports

Coty

Diesel

Disney

FIG

Giorgio Armani

Group M

IBM

Kichler Lighting

Michael Kors

Morgan Stanley

Nature Major

NYSE/Euronext

Ogilvy Advertising

Saks Fifth Avenue

Scentbird

Sony Music

Universal Music

[APPLY \(//APPLY-NOW\)](#)

[REQUEST INFO \(//REQUEST-INFORMATION\)](#)

[VISIT \(//ADMISSION-AND-AID/PLAN-VISIT\)](#)

Zenith Optimedia

PACEUNIVERSITY

STATS

\$138,730

median salary nationally for advertising, promotions, and marketing managers
(Source: US Bureau of Labor Statistics)

96%

of Lubin's class of 2022 master's graduates are employed or continuing their
education or service (Source: Pace University Career Services)

10%

employment of advertising, promotions, and marketing managers is expected to
grow 10% from 2021–2031 (Source: Bureau of Labor Statistics)

Request Information (</request-information>)

Apply Now (</apply-now>)

Contact

Office of Graduate Admission

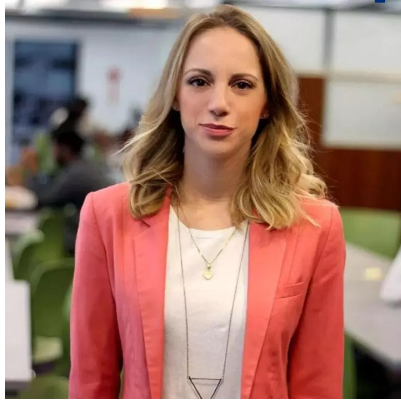
(800) 874-7223

graduateadmission@pace.edu (<mailto:graduateadmission@pace.edu>)

[APPLY \(/APPLY-NOW\)](/apply-now)

[REQUEST INFO \(/REQUEST-INFORMATION\)](/request-information)

[VISIT \(/ADMISSION-AND-AID/PLAN-VISIT\)](/admission-and-aid/plan-visit)

SUCCESS STORIES**PACE** UNIVERSITY**Virginia Dusi '18**

Virginia has said that the skills and competencies she acquired through the MS in Social Media and Mobile Marketing program allowed her to succeed—and beat the competition—in the job hunting process. She is now a freelance e-commerce growth consultant.

Virginia's Story ▶(</news/launching-new-career-digital-marketing>)

LinkedIn ▶(<https://www.linkedin.com/in/virginia-dusi-79488029/>)

GO GETTERS GO TO PACE.

UNIVERSITY

Contact

Directory (<https://directory.pace.edu/>)

Public Affairs (</public-affairs>)

About

Mission Statement

(<https://www.pace.edu/about-pace/vision-and-mission>)

Administration

(<https://www.pace.edu/about-pace/administration>)

Accreditation and Membership

(<https://www.pace.edu/about-pace/accreditation-and-membership>)

Student Accounts: (877) 672-1835 [Jobs at Pace \(/careers\)](/careers)

Visit Pace ▶

General: (866) 722-3338

APPLY (/APPLY-NOW)
Apply to Pace ▶

REQUEST INFORMATION

VISIT (/ADMISSION-AND-AID/PLAN-VISIT)

Give to Pace ▶



[Copyright © 2023 Pace University \(/copyright-notice\)](#)
[Privacy Policy \(/website-privacy-policy\)](#)

<https://www.facebook.com/paceuniversity>
<https://www.twitter.com/paceuniversity>
<https://www.instagram.com/paceuniversity>
<https://www.youtube.com/user/paceuniversity>

APPLY (/APPLY-NOW)

REQUEST INFO (/REQUEST-INFORMATION)

VISIT (/ADMISSION-AND-AID/PLAN-VISIT)