

Master's in Marketing Analytics



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Program of Interest - Choose One



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APPLY

Master the in-demand skills of data-driven marketing

Get on the marketing fast-track

Companies everywhere are competing for smart marketers who can translate data into strategic insights and tangible business value. Our program will provide you with the knowledge and expertise to practice advanced marketing and generate data-driven insights for your organization.

Leverage data for better business outcomes

Through Clark's marketing analytics program you will learn to integrate, visualize, and leverage data to generate meaningful insights. Learn how to use data to inform marketing strategy, make actionable recommendations, and help achieve business goals, propel community initiatives, and support causes you believe in.

Gain valuable experience and certifications

Before graduation, you will put your classroom learning to work in the real world through student projects and your internship. You will gain experience working with leading digital marketing analytics

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Master of Science in Marketing Analytics, you may be eligible to remain in this country for up to 36 months on Optional Practical Training (OPT).

Exceptional credential, lifetime asset

- Earn your graduate degree in marketing analytics from a globally ranked and accredited university – Clark School of Management is among the elite 5% of business schools worldwide to receive AACSB accreditation, and has been named a *Princeton Review* “Best Business School” and *S. News & World Report* “Best Part-time MBA”
- Join a close-knit learning community representing 90+ countries and 150 nonprofit and business partners around the world.
- Work in a highly collaborative learning environment with talented peers and scholar-practitioners who share their deep leadership experience with you.



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Data analytics helps managers understand customer behaviors and make informed decisions to ultimately drive company revenues, improve operational efficiency and customer service, as well as optimize marketing campaigns.

—Jennifer Mitchell
Professor
MARKETING

THE ESSENTIALS

Program Overview

Coursework
Beyond Coursework
Careers
<p>The M.S. in Marketing Analytics requires 10 units of coursework. Students must also complete an internship as part of the program. The internship is a program requirement and not part of the 10 units of coursework that must be completed. The program can be completed in one year (Fall, Spring, Summer Internship) or extended to a second academic year if the student chooses.</p>
<div><div><div>Skills for Success</div><div><ul style="list-style-type: none">• Use digital marketing and data analysis tools and software• Treat data as a strategic asset and make informed decision</div></div><div>^</div></div>

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REQUIREMENTS

10 course units

- 7 core courses
- 3 elective courses
- 1 internship

Course Catalog

Explore what the School of Management has to offer.

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