

Programs

Full-Time MS

MS Marketing Analytics

[Academics Overview](#)

MS IN MARKETING ANALYTICS ACADEMICS

Simon MS students collaborating in a lab.

Build your career on a solid foundation.

An MS in Marketing Analytics is about more than just reporting the numbers; it's about being effectively prepared to use them to drive strategy. Renowned for its analytically rigorous curriculum, Simon's

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STEM designation signals analytic rigor to employers, emphasizing to them that Simon graduates excel at information gathering and analysis and are prepared to use those skills to drive growth.

Like all of our MS programs, Simon's MS in Finance program is STEM (Science, Technology, Engineering, Mathematics) designated. Simon's STEM focused curriculum provides a wealth of tools that prepare students to succeed in a data driven, global business economy. The STEM designation is also of special benefit to international students as it offers them the opportunity to extend their Optional Practical Training, or OPT, by 24 months, for up to three full years of US work eligibility without an H-1B visa.

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A data-driven curriculum.

At Simon, we're proud to say that we are unabashedly analytical. Why? Because data drives critical business decisions, which means that those who are prepared to collect, manage, and analyze it are also prepared to lead. By learning how to read, analyze, and then use data to drive business growth, you'll be prepared to start making a difference for your company from day one.

Our STEM-designated curriculum is designed to help you become an analytical thinker regardless of your background. You'll grow under the direction and support of [our renowned faculty](#), who include some of the world's leading subject-matter experts and innovative researchers. Choose from internship or non-internship tracks depending on your goals.

[Explore our curriculum »](#)

Prepare for your career.

MS in Marketing Analytics graduates historically have an excellent job placement rate. In fact, 98% of our Class of 2019 graduates were hired into their chosen field within six months of graduation. [Simon's Jay S. and Jeanne Benet Career Management Center](#) will help you prepare for a rewarding career by providing expert career advice on everything from résumé development to mock interviews. Simon's

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The Integrated Student Experience

At Simon, every part of our program is designed to transform students from learners into business professionals. We call it the Integrated Student Experience (ISE). The

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See what you'll need to prepare for Simon's MSA curriculum.

Prerequisites

94% of graduates in the Marketing Analytics Class of 2020 accepted employment within six months of graduation.

Career Paths



Ready to learn more about academics at Simon?

At Simon Business School, a master's degree is about more than a credential—it's about achieving a new level of clarity. Download our brochure below to read more about how a Simon degree can help you advance your career.

Download Now

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BUSINESS SCHOOL
UNIVERSITY *of* ROCHESTER

[River Campus 500 Joseph C. Wilson Blvd., Rochester, NY 14627](#)

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