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# MARKETING ANALYTICS, MS

## Location

New York City

## Associated College

**Lubin School of  
Business**

▶ [\(/lubin\)](#)

## WHY PACE'S MASTERS IN MARKETING ANALYTICS

Our MS in Marketing Analytics is a focused degree designed for those who want to expand their experience with fact-based decision-making and gain the skills necessary to build a career in the fast-paced and lucrative field of marketing analytics. Get trained in a specialized niche while making connections in the industry, leveraging New York City's energy in order to build the career you're meant for.

**View  
Curriculum**

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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.

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## ACQUIRE SPECIALIZED SKILLS

Analyze simple and complex marketing data for managing customer relationships.

Bridge the gap between analytical models and business opportunities with innovative solutions.

Plan and develop integrated, interactive, and digital strategies.

## MARKETING ANALYTICS PROGRAM OVERVIEW

Our MS in Marketing Analytics curriculum covers key areas in the industry, including marketing research, customer relationship management, and customer intelligence. You can tailor your education by taking advantage of elective courses in different domains of marketing or data analytics. Our faculty are connected to some of the top companies and organizations throughout New York City, putting you face-to-face with marketing executives from American Express, Microsoft, Landor, Oracle, and many others.

Through our team-based class assignments, you will learn critical business management skills, including how to conduct market research, how to make data-driven decisions, and how to manage customer relationships. As a marketing manager, you will be able to strategically use various channels, including interactive and direct marketing, and advertising and sales promotion across traditional and digital platforms.

At [Lubin \(/lubin\)](#), we recognize that analytics skills are essential to advance your career. You'll work with analysis software such as Excel, IBM SPSS, SAS, R, and Python. We also provide subscriptions to proprietary databases and dashboarding tools such as MRI Plus, Simmons OneView, Compustat, Lexis Nexis, Social Explorer, Social Studio, Qualtrics, and Tableau. Learning resources include access to research databases, e-books from Books24x7, and online learning platforms such as LinkedIn Learning and DataCamp.

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**"Lubin has the networks, the personnel, and the environment to support my academic and professional pursuits... when I was searching for potential master's programs, Lubin stood out as the school with a very detailed and comprehensive analytics curriculum, which is something I really cared about." —Minh Bui '17, Senior Data Engineer, *The New York Times—Wirecutter***

## CHOOSE YOUR CAREER IN MARKETING ANALYTICS

### CAREER OPPORTUNITIES

Business Development Manager

Business Operations Specialist

Customer Intelligence Analyst

Market Research Analyst

Market Research Manager

Market Research Consultant

Marketing Director

Marketing Consultant

### STATS

# \$103,500

nationwide median salary for data scientists (Source: US Bureau of Labor Statistics)

# 96%

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

# 19%

projected increase in market research analysts from 2021–2031 (*Source: Bureau of Labor Statistics*)

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## Contact

Office of Graduate Admission

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

## SUCCESS STORIES



### Ligia Galvao '20

Ligia worked as a business analyst in Brazil for nine years before deciding to expand her horizons and start a new chapter in her life at Pace. "I got incredible support to up-level my career," she says. "The industry of market research analysts is growing, as the

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curriculum, which is filled with practical classes where I can learn about software commonly used in big companies, helped me realize that Lubin was the place for me." Her current role is Analytics Manager at Colgate-Palmolive.

**Ligia's Story** ▶(</news/pitching-business-ideas-analytics-expertise>)

**LinkedIn** ▶(<https://www.linkedin.com/in/ligiagalvao/>)

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## About

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Administration

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Accreditation and Membership

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