

MARKETING AND INTERNATIONAL BUSINESS

MS IN MARKETING

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Marketing, MS

Offered by the Department of [Marketing, International Business and Legal Studies](#), the Master of Science in Marketing is

designed to meet the demands of professionals who want to assume middle- and upper-level positions within the marketing function. An emphasis is placed on the design, integration, implementation, and review of marketing plans.

Objectives of the Master of Science in Marketing

- To prepare students for middle- to upper-level positions within the marketing function at a variety of organizations.
- To develop marketing specialists who can understand and analyze marketplace dynamics, interpret consumer trends, and plan and execute marketing strategies.
- To emphasize the design, implementation, and review of comprehensive marketing plans across a variety of situations.

Requirements for MS Programs

Pre-program Competencies (Zarb School of Business) – No Credits

Pre-program competencies evaluate the readiness of admitted students to start the M.S. program with the appropriate level of essential business skills. Full-time students must complete these requirements during the first semester in which they begin their program. Part-time students must complete these requirements within the first two semesters of enrolling in the program. Documentation of completion must be submitted to the Graduate Programs Office in order for students to register for the subsequent semester. Specific skills are evaluated for MS Programs in the following areas –

- Statistics (for students in all MS Programs) – Students are expected to have an understanding of the basic statistical concepts. Demonstration of this proficiency can be satisfied either through previous coursework in statistics or by completing an online, self-paced module covering basic concepts in statistics.
- Spreadsheet Skills (for students in all MS Programs) – students are expected to register for an online module and complete an assessment exam.
- Calculus (for students in the MS Business Analytics, Finance, and Information Systems programs only) – Students are expected to demonstrate proficiency through an online, proficiency exam as part of a self-paced module. Those students who do not complete the calculus proficiency exam with a satisfactory score and others who feel a need to refresh their knowledge of calculus are encouraged to take an appropriate course to help them gain the needed knowledge.
- Economics (for students in the MS Finance program only) – Students are expected to have an understanding of basic concepts in microeconomics and macroeconomics. Demonstration of this proficiency can be satisfied by completing an online, self-paced module. The module will be available as a knowledge base to all students in the MS Finance program.



No costs are associated with any of the above modules. The competencies in Statistics and Calculus can be satisfied by previous equivalent undergraduate or graduate course work taken within the preceding period of five years, with a B or better grade at an accredited college or university. Students will receive, with their letter of admission, information about which skill sets have been met through prior course work.

***English Proficiency Requirement is for international students**

In addition, newly admitted international students are required to take an English placement exam during fall and spring orientation. The exam consists of a short writing task on a topic of general interest and a standardized test including listening comprehension, grammar and reading comprehension. Results are reviewed by the Hofstra English Language Program (ELP) faculty, who make the decision if students must take ELP 235 (2.0 s.h.). All international students who are placed in ELP 235 (2.0 s.h.) must complete the course during the first semester in which they begin an MBA/MS program and must receive a grade of P (Pass). ELP 235 (2.0 s.h.) will carry no degree credit. A fee equivalent to 2.0 s.h. is charged for this course. A grade of P (pass) is required or the course has to be repeated the following semester. The same fee equivalent will be charged for the repeated course.

Program Requirements - Semester Hours: 30

Students must select one of the concentrations below.

Concentration in Marketing Management

[MKT 203 - Marketing Analysis and Management](#)

(See footnote*)

[MKT 245 - Research and Analytics for Marketing Decisions](#)

[MKT 247 - Consumer Behavior in the Global Environment](#)

[MKT 275 - Advanced Strategic Planning in Marketing With a Global Perspective](#)

[MKT 309 - Research Seminar in Marketing](#)

[BAN 203 - Advanced Quantitative Analysis for Managers](#)

Choose Under Advisement From - Semester Hours: 12

Four of the following courses, selected under advisement, 12 s.h.

[MKT 211 - Advertising Management](#)

[MKT 212 - Strategic Marketing of Services](#)

[MKT 220 - International Marketing](#)

[MKT 221 - Channels of Distribution](#)

[MKT 222 - International Promotional Campaigns](#)

[MKT 230 - Pricing Theory and Practice](#)

[MKT 231 - Sports and Entertainment Marketing](#)

[MKT 240 - Personal Selling and Sales Management in a Global Environment](#)

[MKT 246 - Social Media Marketing Strategy](#)

[MKT 248 - Digital Marketing Strategy](#)

[MKT 249 - Product Innovation and Planning](#)

[MKT 257 A-Z - Seminar: Special Topics in Marketing](#)

[MKT 331 - Master of Science Internship](#)

Concentration in Digital Marketing

[MKT 203 - Marketing Analysis and Management](#)

[MKT 245 - Research and Analytics for Marketing Decisions](#)

[MKT 247 - Consumer Behavior in the Global Environment](#)

[MKT 275 - Advanced Strategic Planning in Marketing With a Global Perspective](#)

[MKT 309 - Research Seminar in Marketing](#)

[BAN 203 - Advanced Quantitative Analysis for Managers](#)



- [IT 203 - Information Systems for Managers](#)
- [MKT 246 - Social Media Marketing Strategy](#)
- [MKT 248 - Digital Marketing Strategy](#)

Choose Under Advisement From - Semester Hours: 3

One of the following courses, selected under advisement, 3 s.h.

- [MKT 331 - Master of Science Internship](#)
- [BAN 265 - Python for Data Analysis*](#)
- [BAN 271 - Data Visualization for Business Analytics](#)
- [BAN 272 - Web Analytics for Business](#)
- [IT 215 - Database Management Systems](#)
- [IT 236 - Electronic Commerce for Managers](#)
- [IT 270 - Data Mining for Business Analytics](#)

Footnote*

*Students who have taken at least 18 semester hours in Marketing with a B average or better prior to enrolling in the MS in Marketing program may substitute a graduate marketing elective for [MKT 203](#).

Admission

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