Columbia
Business
School

MSM

The Master of Science in Marketing Science program is a three-term, STEM-eligible curriculum that focuses on data-driven marketing decision-making and analytics.

The program prepares professionals to contribute in a variety of industries, consulting firms, not-for-profits, government, and other organizations that value marketing analytics and data-driven strategy.

Master of Science in Marketing Science

Program Benefits

In a competitive job market, the technical skills and expertise gained through the coursework component of a PhD program become increasingly valuable.

The MS in Marketing Science is an intensive three-semester program that trains academically distinguished students in marketing research and quantitative analytics through a rigorous curriculum involving a combination of PhD, MS, and MBA classes.

Academics

The Master of Science in Marketing Science requires three semesters of full-time study at Columbia Business School.

Students need to complete a minimum of 10 full graduate-level courses (30 credits) composed as follows:

- Five core courses, including Mathematical Methods, Marketing Models, and Multivariate Statistics

- A maximum of two full-term MBA electives in marketing

- A minimum of two electives chosen from courses offered by the Doctoral Program or by other schools at Columbia University (e.g., engineering, economics, statistics, computer science, psychology, journalism)

Prerequisites

Prior to commencing the program, admitted students are required to have completed a probability and statistics course at the undergraduate level. It is also desirable that admitted applicants have taken a course in marketing management, microeconomics, and linear algebra.

In addition, it is highly recommended that students develop some knowledge and experience working with SQL and any one of the statistical programming languages such as R or Python.

The MS in Marketing Science program equips students with training in statistics, data analysis, and object-oriented programming to excel within analytics consulting, tech, consumer products, media, healthcare, startups, and other organizations where data analytics adds value.

Career Outlook

Typical Job Titles

- Global Product Marketing Analyst

- Analyst

- Corporate Strategy Analyst

- Data Science Engineer

- Senior Customer Success Analyst

- Data Analyst

- Researcher

- Senior Analyst, Analytics Team

- Product Manager

- Product Analyst

- Operations Analyst

- Pricing Analyst

Where have gradates gone?

- 59% Tech/E-commerce

- 13% Retail/Luxury Goods

- 7% Media

- 7% Analytics Consulting

- 7% Financial – Insurance

- 7% Non-profit

Student Life

Columbia Business School's excellent personal attention and supportive community help our busy students balance their life, work, and studies and still have opportunities to enjoy one another's company and the excitement of New York City. Take a look below to learn more about what it is like to live in NYC, to be a member of the Columbia Business School and Columbia University communities, and to be an MSM student.

"With the growing array of marketing channels and explosion of data in modern business contexts, businesses are increasingly looking for individuals who can extract insights from data to support managerial decisions.

The MSM program focuses on developing students with the analytical tools and the strategic understanding to support this need."

Kamel Jedidi
Jerome A. Chazen Professor of Global Business at Columbia Business School

MSM ALUMNI

Industry Companies

- AIG
- Alibaba Group
- Amazon
- Apple
- Bain
- Bayard Advertising
- BCG Gamma
- Biz2Credit
- ByteDance
- Capital One
- Citi
- Deloitte
- Dentsu International
- DiDi
- DIG Labs (Founder and CTO)
- Google
- Huawei
- IKEA
- IQVIA
- Liberty Mutual
- McKinsey
- MediaCom
- Netflix
- Nielsen / NielsenIQ
- Nordstrom
- Novartis
- Prophet
- Salesforce
- SimpliSafe
- Snapchat Inc
- Stratyfy
- Tencent
- Thrive Causemetics
- TikTok
- UM Worldwide
- Verisk
- Vimeo
- Wayfair
- Wyndham Hotels and Resorts

Higher Education

- The Hong Kong University of Science and Technology | Assistant Professor of Marketing
- Jones Graduate School of Business, Rice University | Assistant Professor
- Cornell University | Assistant Professor
- Santa Clara University | Assistant Professor in Marketing
- University of South Dakota | Assistant Professor of Decision Science
- Alibaba-NTU Singapore Joint Research Institute | Research Engineer

Further Education

- London Business School | PhD in Marketing
- Columbia Business School | PhD in Quantitative Marketing
- Ross School of Business, University of Michigan | PhD in Marketing
- Rotman School of Management, University of Toronto | PhD in Marketing
- Kellogg School of Management, Northwestern | PhD program
- University of Miami School of Business | PhD program
- UT Texas | PhD Program
- UCLA Anderson | PhD in Decisions, Operations & Technology Management
- NYU Stern | PhD in Quantitative Marketing

About CBS

Taught by world-renowned faculty, Columbia Business School's dynamic and interdisciplinary curriculum helps students navigate the rapidly evolving world of business. Infusing management fundamentals with data science and real-time business intelligence, Columbia Business School delivers unmatched insights and learning across critical areas shaping the world around us: the digital future, entrepreneurship and innovation, 21st century finance, climate and energy, and business and society.

Located in New York City, CBS focuses on connecting theory with practice and offers consistent opportunities to engage with business leaders from across industries. From networking events to conferences to executives in residence, students have regular access to the world's foremost experts in business and society.

With its close-knit community of peers and alumni, students develop lifelong relationships that extend far beyond our new Manhattanville campus. Just ask any of our nearly 50,000+ alumni from around the world!

Get started.

Candidates who completed and submit their applications before the deadline will have their applications reviewed and decisions rendered six weeks after receipt of the completed application.

We welcome your questions and invite you to connect with our Admissions team by emailing: msprograms@gsb.columbia.edu.

David Geffen Hall
645 West 130th Street, Room 483
New York, NY 10027

Phone
+1 212-854-2836

Email
msprograms@gsb.columbia.edu

Website
academics.business.columbia.edu/msm