



THE NUS MSc IN  
**MARKETING  
ANALYTICS &  
INSIGHTS**

**LEADING FROM ASIA**



**NUS**  
National University  
of Singapore

**NUS**  
BUSINESS  
SCHOOL

# TAKING CHARGE OF MARKETING IN THE DIGITAL AGE

The dynamic business world calls for deriving marketing insights from a data-rich environment to succeed. Our programme prepares you with top-notch knowledge and cutting-edge skills to be in charge.

## NATIONAL UNIVERSITY OF SINGAPORE

National University of Singapore (NUS) is one of the world's leading universities, with over 40,000 students across three campuses. By offering a distinctively Asian yet global experience, NUS gives its students the opportunity not only to excel academically, but also to grow socially. NUS is recognised for its breadth of academic programmes, experiential learning, entrepreneurship education and impactful research. As we continue to grow from strength to strength, we take pride in nurturing our students and equipping them with the necessary skills to be the leaders of tomorrow.



## NUS BUSINESS SCHOOL

NUS Business School has consistently received top rankings in the Asia-Pacific region by independent publications and agencies such as Financial Times, Economist Intelligence Unit, and QS Top MBA in recognition of the quality of our programmes and graduates. The School is accredited by AACSB and EQUIS, signifying that NUS Business School has met the highest standards for business education.



### IN ASIA

QS World University Rankings 2019 – 2024



### IN ASIA

Times Higher Education World University Rankings 2023

## NUS BUSINESS SCHOOL



### IN THE WORLD

QS World University Rankings 2023  
(Marketing)



### IN THE WORLD

Times Higher Education World University  
Rankings 2023 (Business and Economics)



### IN THE WORLD

Financial Times Global MBA Rankings 2023





# SHARPEN YOUR COMPETITIVE EDGE, MAXIMISE YOUR POTENTIAL

Our **Master of Science in Marketing Analytics and Insights** programme is rooted in a solid theoretical foundation and complemented with experiential learning to connect you seamlessly with business practices for the future economy.

Our curriculum is delivered intensively in a **three-semester** structure, with students expected to complete **40** units in order to graduate.

The programme uniquely focuses on training future marketers to be:



### **Analytics Experts**

who use state-of-the-art tools to analyse marketing data in the digital era.



### **Insight Creators**

who generate deep insights from data analytics for business strategies.



### **Thought Leaders**

who use and communicate analytical insights effectively.



## THE NUS MSc IN MARKETING ANALYTICS AND INSIGHTS

PRE-ENTRY COURSE	CORE COURSES	ELECTIVE COURSES	EXPERIENTIAL LEARNING	TOTAL
Principles of Marketing	20	16	4	40 Units



## PROGRAMME STRUCTURE

ORIENTATION WEEK	FIRST SEMESTER	SECOND SEMESTER	THIRD SEMESTER
Early August	Aug - Nov	Jan - Apr	May - Jul or Aug - Nov
1 Course: Principles of Marketing (0 Unit)	3 Core Courses (12 Units) 2 Elective Courses (8 Units)	2 Core Courses (8 Units) 2 Elective Courses (8 Units)	Experiential Learning (4 Units)

## CURRICULUM

### PRE-ENTRY COURSE

- Principles of Marketing

This refresher course is geared towards providing you with the fundamentals of the topic, which will help you transition into the dynamic world of marketing analytics.

This course carries zero (0) unit, and will be conducted as part of our Orientation programme. You are highly encouraged to attend this course if you have not taken similar courses in your undergraduate degree.

### ELECTIVE COURSES

Students will take a total of four elective courses (2 courses in each semester), totaling 16 units. Some elective courses offered are:

- AI in Marketing
- Customer Relationship Management
- Pricing Analytics
- Product and Brand Management
- Python Programming for Marketing Analytics
- Research for Marketing Insights

### CORE COURSES

The five core courses (20 units) are:

- Big Data in Marketing
- Consumer Insights
- Digital Marketing
- Marketing Analytics
- Marketing Analytics Visualisation and Communications

### EXPERIENTIAL LEARNING

To allow you to experience the applications of marketing and analytics in a real-world setting, you will engage in experiential learning as part of the programme. You may choose from an **Industry Internship** or the **Marketing Analytics Project (MAP)**.

\*The curriculum is subject to changes. The University reserves the right to revise the curriculum.

# TWO DEGREES, A WORLD OF POSSIBILITIES






## MSc (MAI) + CEMS MIM

NUS, in partnership with CEMS, provides you with a prestigious qualification that is your passport to an international career - a double degree with the CEMS Master in International Management (CEMS MIM).



## THE NUS MSc IN MARKETING ANALYTICS AND INSIGHTS + CEMS MASTER IN INTERNATIONAL MANAGEMENT

Our exclusive **NUS Master of Science in Marketing Analytics and Insights + CEMS MIM** double degree programme gives you the opportunity to gain cutting-edge business insights and be groomed into a cosmopolitan global leader.

-  Opportunity to study in 2 top business schools
-  Specialise in marketing analytics and international management
-  Passport to an international career
-  Solid foundation in management
-  Springboard to effective business leadership

CEMS is a strategic global alliance of leading business schools, multinational companies and non-governmental organisations. This highly-ranked, global, pre-experience Master's programme focuses on developing management and leadership competencies with emphasis on internationalism and responsible leadership.

With the CEMS MIM, you will join a cohort of high-calibre, internationally- minded, multilingual students enrolled at 32 other leading business schools around the world. The international mobility of CEMS graduates is well represented by more than 18,000 alumni of over 100 nationalities who are currently working in more than 75 countries. More than 45% of them live and work outside their home country.

**#12** IN THE  
WORLD

QS Masters in Management  
Rankings 2023

**33** MEMBER  
SCHOOLS

Australia | Austria | Belgium | Brazil  
Canada | Chile | China | Colombia  
Czech Republic | Denmark | Egypt  
Finland | France | Germany | Hong  
Kong S.A.R. | Hungary | India | Ireland  
Italy | Japan | Netherlands | Norway  
Poland | Portugal | Singapore | South  
Africa | South Korea | Spain Sweden  
Switzerland | Türkiye | United Kingdom  
United States

Over  
**70** CORPORATE  
AND SOCIAL  
PARTNERS

YEAR 1		YEAR 2	
SEMESTER 1	SEMESTER 2	SEMESTER 1	SEMESTER 2
Aug – Dec	Jan – May	Aug – Dec	Jan – May
MSc in Marketing Analytics and Insights [20 units]	CEMS MIM [33 ECTS]	MSc in Marketing Analytics and Insights [4 units]	MSc in Marketing Analytics and Insights [16 units]
CEMS MIM [33 ECTS]*		CEMS MIM [Graduating Requirement]	
NUS	CEMS Partner University	Global Internship	NUS

\* 4 out of 5 courses taken in the first semester for the NUS MSc in Marketing Analytics and Insights (16 units / 24 ECTS) will be counted towards the fulfilment of the CEMS MIM requirements. The remaining 9 ECTS will come from compulsory CEMS programme components (1 compulsory course - 6 ECTS, CEMS Block Seminar - 3 ECTS). At NUS, the workload of each course is expressed in terms of units. The European equivalent of workload representation is ECTS credits. A typical course consists of 4 units (or 6 ECTS), representing about 10 hours of work per week.



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**LEE Yih Hwai**

PhD, University of North Carolina

Yih Hwai is the Academic Director for the MSc in Marketing Analytics and Insights programme. His research focuses on information processing in advertisements, information ambiguity theories and effects, and linguistic effects in consumer behaviour. His work has been published in journals such as the Journal of Consumer Research and Journal of Consumer Psychology. Yih Hwai has also provided consulting services for numerous organisations.



**KIM Dayoung**

PhD, Cornell University

Dayoung is the Deputy Academic Director for the MSc in Marketing Analytics and Insights Programme. Her research interests encompass Behavioral Operations, Demand Forecasting, Social Learning, Judgment and Decision Making. Moreover, she is passionate about promoting experiential learning in business education and conducts research in the relevant area. Her research has been published in Management Science, Decision Sciences Journal of Innovative Education, and Communication Medicine, amongst others.



**Noah LIM**

PhD, University of Pennsylvania

Noah is the Head of Marketing Department. He is a behavioural economist whose research applies theories and methods from economics, statistics and psychology to gain insights on how customers, managers and salespeople make decisions. An expert on pricing strategy and business models, he has taught and consulted for many companies in the US and Asia on this subject. His research has been published in the Journal of Marketing Research, Management Science and Marketing Science.



**LI Xiuping**

PhD, University of Toronto

Xiuping is the Deputy Head of the Marketing Department. Her research and teaching areas include Consumer Judgement and Decision Making, as well as Time Preference and Intertemporal Choice in Consumption. In conjunction with publishing her works in the Journal of Consumer Research, she has also received multiple Teaching Excellence Awards and Outstanding Educator Awards at NUS Business School.

## YOUR COMMITTED LIFELONG MENTORS

With more than **170** distinguished international faculty from over **20** regions offering broad industry experience and seasoned business insights, NUS Business School is committed to providing you with an enriching and stimulating business education.



**CHONG Juin Kuan**

PhD, University of California



**Daniel HE**

PhD, Columbia University



**Min KIM**

PhD, University of Maryland



**Leonard LEE**

PhD, Massachusetts Institute of Technology



**LIM Wei Shi**

PhD, London School of Economics



**Michael THOMAS**

PhD, University of Toronto



**Jochen WIRTZ**

PhD, London Business School



**ZHANG Yan**

PhD, University of Chicago



## FUTURE-PROOF YOUR CAREER TODAY

There is only one intake in August each year for the MSc in Marketing Analytics and Insights and the MSc in Marketing Analytics and Insights + CEMS MIM programmes.

Interested applicants must apply online at **[mscmarketing.nus.edu.sg](https://mscmarketing.nus.edu.sg)**.

### Application Deadlines

- Please refer to our website for the application dates

### Key Application Requirements:

- Earned, or expected to earn:
  - for MSc in Marketing Analytics and Insights: a good Bachelor's degree in any discipline
  - for MSc in Marketing Analytics and Insights + CEMS MIM: a good Bachelor's degree in a business-related discipline
- Good TOEFL / IELTS score (if the medium of instruction of your undergraduate studies was not English)
- Application fee: S\$100

### Please submit the following with your online application:

- Current resume
- Letter of Motivation
- Complete or current undergraduate transcripts and degree scroll
- TOEFL / IELTS scores (if applicable)
- Financial support documents
- GMAT / GRE Scores (recommended)

### Tuition Fees:

- Please refer to our website for details on fees and payment schedule
- Limited scholarships/study awards available



[mscmarketing.nus.edu.sg](https://mscmarketing.nus.edu.sg)



[www.cems.org](https://www.cems.org)



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