

Master of Science Degrees

[Home](#) > [Academic Programs](#) > [Graduate](#) > [Master's Degrees](#) > Online MS in Marketing

ONLINE MS IN MARKETING



Ask

Zicklin's Online MS in Marketing

Fully Online • Affordable • Learn from Anywhere

Unleash the power of digital marketing, the driving force behind successful brands and organizations in today's evolving digital world. Marketers must draw upon quantitative, qualitative, and creative skills to devise and execute strategies for organizational success in a rapidly changing business landscape. This program includes the same academically rigorous, real-world curriculum as the digital marketing concentration in our New York City-based MS in Marketing program.



Contact Information

Full Name

FIRST NAME: *

LAST NAME: *

EMAIL ADDRESS: *

PROGRAM: *

Select One

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Gain hands-on experience with cutting edge digital marketing tools and platforms, including Google AdWords, SEMRush, Rose.Ai, Rapid Miner, and more.

Zicklin’s Online MS in Marketing degree with a concentration in digital marketing (STEM-designated) provides you with the competencies needed to excel in today’s digital landscape. Our fully online format accommodates your schedule and prepares you for a successful career in digital marketing. You will have access to career support from Zicklin’s Graduate Career Management Center (GCMC), and other campus-based resources such as the Baruch College Library. No prior experience in digital marketing is required to apply.

Zicklin is proud to be a leader in providing superior undergraduate, graduate, and executive business education for the twenty-first century. The Zicklin School is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Specialized Concentration

Specialize in digital marketing with a curriculum that is closely tied to business practices, reflecting the rapid changes in technologies and skill sets.

Flexible Class Schedule

Courses are delivered fully asynchronously so that they are available to you at your convenience.

Value

Receive an affordable Master’s degree from a business school ranked as one of the best in the nation by *U.S. News & World Report*.

World-Renowned Faculty

Learn from faculty who are world-recognized experts in digital marketing and from professionals with deep real-world experience.

Admissions

- We are now accepting applications for Fall 2024
- No prior experience in digital marketing required



- The admissions committee holistically evaluates all required application documents, including academic transcripts, resume, essays, and letters of recommendation.
- GMAT/GRE is optional.

Curriculum

Preliminary Course (3 credits)

Students with appropriate academic background will be able to reduce the number of preliminary requirement credits.

Zicklin Course	Zicklin Course Title	Credits
STA 9708	Managerial Statistics	3

[STA 9708](#) is waived based on 6-credits of prior coursework in statistics with a minimum grade average of B-, **within 5 years prior to entering** the MS program.

Digital Marketing

Advances in Internet technologies, digitization and social networking are transforming business interactions with customers and partners. The concentration in Digital Marketing provides you with cutting-edge strategic and analytical skills to thrive in a digital environment. You will learn the necessary technical foundations to become a leader in digital marketing efforts in a modern business world.

Total credits will range from 30 (no preliminary courses required) to 33 (all preliminary courses required).

This curriculum is effective for students entering in Fall 2024.

Required Courses (15 credits)

Credits

BUS 9551	Business Communication I	1.5
MKT 9702	Marketing Research	3
MKT 9703	Marketing Management	3
MKT 9716	Consumer Behavior	3
MKT 9759	Marketing Consulting Practicum	1.5
MKT 9780	Digital Marketing (a hands-on, tactical course)	3

Elective courses (15 credits)

Choose a minimum of 9 credits from the following:

MKT 9726	Direct Marketing I: Strategy and Tactics	3
MKT 9728	Media Planning in the Digital World	3
MKT 9736	Direct Marketing II: Database Marketing and Managing the Creative Process	3
MKT 9737	Marketing Analytics	3
MKT 9738	Web Analytics and Intelligence	3



MKT 9741	Marketing Analytics with Big Data	3
MKT 9742	Social Media Analytics	3
MKT 9764	Internet Marketing and Global Business	3
MKT 9782	Search Engine Marketing	1.5
MKT 9783	Social Media Marketing	1.5
MKT 9785	Digital Marketing Strategy	3
MKT 9794	Special Topics in Digital Marketing	1.5
MKT 9795	Special Topics in Digital Marketing	3
Choose up to 6 credits from any 9000-level courses in the Department of Marketing and International Business, including the following STA/CIS courses.		
CIS 9340	Principles of Database Management Systems	3
STA 9661	Multivariate Statistics for Business Analytics	3
STA 9700	Applied Regression Analysis	3
STA 9705	Multivariate Statistical Methods	3
STA 9750/ OPR 9750	Software Tools for Data Analysis	3

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