

Marketing Intelligence (M.S.)

Advance your marketing career and gain cutting-edge skills through this flexible program that combines analytics and data-driven marketing.

30

Minimum Credits Required to Graduate

\$669

Cost Per Credit
(In-State Tuition & Fees)

jun. 15

Next Application Deadline
(Fall 2024)

Apply Now

Request Information

What is Marketing Intelligence?

Marketing intelligence is the integration of marketing research, strategy, analytics, data management and interactive marketing. Towson University's master's degree program in marketing intelligence with an embedded graduate certificate in interactive marketing is designed with an applied, experiential learning focus based on industry needs. Through rigorous coursework and hands-on research, you will learn how to acquire, analyze and utilize marketing data and gain the experience necessary to enter high-level positions responsible for strategic decisions.

Why Earn a Master’s in Marketing Intelligence?

The U.S. Bureau of Labor Statistics projects employment of market research analysts to grow 22 percent from 2020 to 2030. But the career opportunities aren't just growing. As the field of marketing continues to evolve toward greater use of data and interactive technology, the career paths of data analysts and marketing specialists are overlapping increasingly. Companies need individuals with business mindsets, marketing knowledge and managerial skills who also understand database systems, big data and complex analytics.


As a graduate of Towson University’s marketing intelligence master’s program you will have that diverse skill set and be qualified for jobs such as:

Marketing intelligence analyst

Digital marketing manager

Marketing research analyst

Customer insight specialist



About Our Students

Meet marketing intelligence student Fay Bakodimou.

[MORE INFORMATION](#) →

WHY TOWSON UNIVERSITY?

Applied Courses that Stay Current

Update your resume as you go with courses incorporating in-demand niche skills as they emerge or change

Earn Google AdWords, Hootsuite and Hubspot certifications

Plan, implement and evaluate an independent project for a client as part of a practical, real-world problem-solving experience

Industry Interaction

Learn from and network with marketing professionals from companies like Merkle, AOL, Jellyfish, Salesforce and Fraud Sniffr at special guest speaking events and site visits

High-tech Resources

Research and focus group facilities to conduct projects

Our Behavioral Lab has a state-of-the-art eye-tracking system for user interface studies and causal research

CEGA databases including 230 million U.S. consumer data points and 16 million U.S. business data points for market research

Use of SQL, Python, R and Tableau for queries, analyses and visualization

Cohort-based Learning

Study and work alongside fellow marketers

Be part of a community of students with shared experiences and professional goals

Expand your network and professional connections

STEM Designation

The marketing intelligence master's program received STEM designation from the Department of Homeland Security. This allows graduates of the program with F-1 visas to remain in the United States an additional 24 months under the optional practical training STEM extension. [Learn more.](#)

Flexible Options

Whether you're a working professional or a full-time student, the master's program can work for you with options to complete the degree in one year or two years. With the two-year plan, you can also choose to earn an additional graduate certificate in project, program and portfolio management to enhance your degree. To learn more, see [example course of study plans and course descriptions](#).

Admission and Degree Requirements

View [admission requirements and deadlines](#) to apply to the program. The master's degree requires a total of 30 units with courses in marketing, computer science and project management. Learn more about [degree requirements](#) in the *Graduate Catalog*.

Tuition and Expenses

[Tuition rates, fees and estimated expenses](#)

[Estimated expenses for international graduate students](#)

For more information on tuition and fees, visit the [Student & University Billing Office](#).

Ready to get started?
Here's **how to apply**.

Apply Now ➔

Fill out this form and **we'll be in touch.**

Request Information ➔

Marketing Intelligence (M.S.)

- [Admission Requirements & Deadlines](#)
- [Course Plans](#)

Explore Graduate Studies

Sign up for an information session, or schedule a campus tour.

CONTACT INFORMATION

Hua Chang, Program Director

LOCATION	Stephens Hall, Room 123M
PHONE	<u>410-704-2426</u>
EMAIL	<u>chang@towson.edu</u>

https://www.facebook.com/TUMKTGINTEL/

TUMKTGINTEL

https://www.linkedin.com/groups/8246793

8000 York Road

Towson, MD 21252

410-704-2000

Contact Us

Directions & Parking

Work at TU

Accessibility

Privacy

Clery Report

Sign up for text alerts

Translate

Copyright
© 2024