

Find My Program (</find-your-program/graduate>)

MARKETING ANALYTICS, MBA

Location

New York City

Associated College

**Lubin School of
Business**

▶ (</lubin>)

MBA PROGRAM OVERVIEW

This degree is for those who want to gain general management skills while expanding their knowledge of fact-based decision-making within the [Lubin School of Business marketing department \(/lubin/faculty-and-departments/departments/marketing-department\)](/lubin/faculty-and-departments/departments/marketing-department). Gain the experience necessary to excel in the fast-paced and lucrative field of marketing analytics and earn a degree that will enable you to simultaneously build general management skills and knowledge of fact-base decision making. Plus, when it comes to making connections in the industry, there is simply no other place that can match New York City.

**View
Curriculum**

(<https://catalog.pace.edu/graduate/schools/lubin-school-business/graduate-degree-programs/mba-degrees/marketing-analytics-mba/#curriculumtext>)



This program is STEM designated, which means you will be trained in areas of technology that are in high demand with United States employers. International students studying in person on student visas will be eligible for an Optional Practical Training (OPT) extension of 24 months, for a total of 36 months.

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INTERDISCIPLINARY PROBLEM-SOLVING

Explore a variety of interests while developing leadership and management expertise.

Bridge the gap between analytical models and business opportunities with innovative solutions.

Learn from experts across various business verticals and apply the knowledge to your industry.

WHY PACE FOR MARKETING ANALYTICS

Our MBA in Marketing Analytics curriculum covers broad business topics from finance to leadership, and at the same time, provides a deep dive into marketing analytics. This degree will help you become the well-rounded businessperson you've always wanted to be and help you identify specific ways to bring value to a company. Our faculty are connected to some of the top companies and organizations throughout New York City, putting you face-to-face with marketing executives from American Express, Microsoft, Landor, Oracle, and many others.

Through our team-based class assignments, you will learn critical business management skills such as how to conduct market research, make data-driven decisions, and manage customer relationships. As a marketing manager, you will be able to strategically use various channels, including interactive and direct marketing, and advertising and sales promotion across traditional and digital platforms.

Leverage the energy of New York City by joining [student organizations](#) ([/lubin/faculty-and-departments/departments/marketing-department/student-life](#)) such as the Lubin Graduate Marketing Society, network with peers and alumni, attend various guest speaker events and employer spotlights, participate in case and pitch competitions, and so much more!

[APPLY \(/APPLY-NOW\)](#)[REQUEST INFO \(/REQUEST-INFORMATION\)](#)[VISIT \(/ADMISSION-AND-AID/PLAN-VISIT\)](#)**PACE UNIVERSITY**

Lubin has the networks, the personnel, and the environment to support my academic and professional pursuits...when I was searching for potential master's programs, Lubin stood out as the school with a very detailed and comprehensive analytics curriculum, which is something I really cared about.

—Minh Bui '17, Senior Data Engineer, The New York Times—Wirecutter

CHOOSE YOUR CAREER

MARKETING ANALYTICS CAREERS

Business Development Manager

Business Operations Specialist

Customer Intelligence Analyst

Market Research Analyst

Market Research Manager

Market Research Consultant

Marketing Director

Marketing Consultant

STATS

\$103,500

nationwide median salary for data scientists (Source: US Bureau of Labor Statistics)

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of Lubin's class of 2022 master's graduates are employed or continuing their education or service (Source: Pace University Career Services)

19%

projected increase in market research analysts from 2021–2031 (Source: Bureau of Labor Statistics)

Request Information (</request-information>)

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Contact

Office of Graduate Admission

graduateadmission@pace.edu (<mailto:graduateadmission@pace.edu>)

SUCCESS STORIES



Shruti Dhapodkar '23

Shruti worked as a Lubin graduate assistant, helping coordinate campus events, editing newsletters, and assisting in social media strategy—and it's that real-world experience that helped her secure her internship with EquiTrans in Atlanta. She says of her internship experience, "I

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be able to bring real-world experiences and perspectives into my coursework. It's all about bridging that gap between theory and practice."

Shruti's Story ▶(</news/gaining-experience-both-sides-of-hudson>)

LinkedIn ▶(<https://www.linkedin.com/in/shruti-d98/>)

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UNIVERSITY

(/)

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(<https://www.pace.edu/about-pace/vision-and-mission>)

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Accreditation and Membership

(<https://www.pace.edu/about-pace/accreditation-and-membership>)

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