

# MARKETING INTELLIGENCE (M.S.)

## Marketing Intelligence

Today's businesses value insightful employees who can work with data to find insights that benefit customers and produce value for the company. The combination of both of these skills is what will elevate and enhance your analytical skills and marketing expertise.

### Three Trimesters. 36 Credits.

The Master of Science in Marketing Intelligence (MSMI) program provides students with a comprehensive understanding of marketing strategy and the analytical technical skills needed for success in business.

The curriculum is divided into three trimesters. In the fall you get a strong foundation in the technical and quantitative data analysis skills that help drive marketing decisions.

The spring trimester is focused on qualitative and quantitative learning in which students uncover the insights that drive consumer behavior. In this trimester, students also have 9 elective credits to create a curriculum customized to their interests.

## Real-World Projects

In your final summer trimester, you'll complete an Applied Project that puts all of your skills and critical thinking toward a real business challenge, working directly with a corporate client. Previous clients include Discovery Network, Food Network, Bloomberg, Pfizer, McCann Worldgroup, Mindshare, and WebMD.

The full-time program can be extended by one semester by taking one or two elective courses in the fall. For working students, a part-time program can also be arranged.

To learn more about the M.S. in marketing intelligence, visit the Fordham website.

## CIP Code

52.1399 - Management Sciences and Quantitative Methods, Other.

You can use the CIP code to learn more about career paths associated with this field of study and, for international students, possible post-graduation visa extensions. Learn more about CIP codes and other information resources.

## Requirements

The MSMI is a 36 credit, full- or part-time program. In addition to the required courses, MSMI students can choose specialized electives in their fields of interest.

Course	Title	Credits
<b>Required Courses</b>		
MIGB 6710	Responsible Marketing Management	3
MIGB 7720	Consumer Behavior	3

MIGB 7732	Data-Driven Marketing Decisions	3
MIGB 7730	Research Methods	3
MIGB 8701	Marketing Analytics	1.5
MIGB 8703	Reveal Consumer Insights	1.5
MIGB 7785	Marketing Strategy	3
MIGB 779H	Marketing Decision Models	3
MIGB 779Z	Applied Project	3
MIGB 8702	Experiential Career Development Portfolio I	0
MIGB 7760	Marketing Technology and Innovation	3

### Electives

Marketing Electives <sup>1</sup>	6
Free Elective(s) <sup>2</sup>	3

**Total Credits** **36**

<sup>1</sup> Any course (1.5 or 3 credits) with the subject codes MKGB or MIGB (not otherwise required for the program), numbered 7000-8999, may count as a marketing elective.

<sup>2</sup> Any Gabelli School of Business graduate course (numbered 6000-8999, not otherwise required for the program) may count as a free elective. Consult our Academic Areas and Course Listings page. Moreover, with permission of the Program Director, select graduate-level courses from the subject codes ADGL, CISC, ECON, VART, POSC, and PSYC may also count as a free elective. Three credits are required.