

MARKETING INTELLIGENCE (M.S.)

Academic training vs. on-the-job experience. At the Gabelli School, we say, why not both?

You could sit in a lecture hall and learn about the science of customer relationship management. Will that alone teach you how to incorporate it into a marketing plan and sell it to your CFO? You could work for years mining data for a Fortune 500 company. Will that job ever give you the chance to break down marketing theory with your peers?

Our Master of Science in Marketing Intelligence (MSMI) adds experiential learning to a challenging slate of coursework. As a Fordham marketing intelligence student, here's what you get:

Experiential Learning

- Applied projects: Serve on a student consulting team for a real New York City company. Previous clients include Discovery Network, Food Network, Bloomberg, and Pfizer. Learn about its business challenges, develop a data-driven analysis and solution, and present your findings to company executives. They could like one of your ideas so much that they put it into practice—or ask you to call their recruiters before you graduate.
- The majority of classes include experiential activities such as projects that entail hands-on data analysis, designing and executing marketing studies, and analyzing markets, brands, and consumers to offer actionable managerial insights.
- Skill-building workshops: Students have the option of participating in workshops that introduce them to a particular industry or hands-on skills.
- Career workshops: Four career workshops help you design a job-search action plan that is specific to your interests—and that will help you succeed.

Coursework

The MSMI spans two interrelated areas:

- Strategic marketing and consumer insights, which covers the overall framework of the marketing field, as well as current science in data-driven decision-making.
- Data analytics, encompassing the software and analytical skills needed to navigate today's job market.

Because MSMI students enter the program at various stages of their careers, we have designed the curriculum to adapt to each person's level and goals. The full-time and part-time options accommodate a range of schedules.

To learn more about the MS in Marketing Intelligence, visit the Fordham website.

Requirements

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

Course	Title	Credits
Required Courses		
MIGB 6710	Customer-Driven Marketing	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 ¹		6
Free Elective(s) ²		3
Total Credits		36

¹ 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.

² 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.