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 an experiential learning component 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. 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.

- **Workshops:** The MSMI is all about getting you a great job. Four career workshops help you to 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,** which covers the overall framework of the marketing field, as well as current science in strategic, innovative 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’ve 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 36 credit program MSMI program is outlined below as it plays out for full-time students. Part-time students work with the program director and academic advisor to structure the MSMI requirements around their professional lives. Please note that in addition to the required courses, MSMI students can choose specialized electives in their fields of interest.

### Fall

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### Prerequisites

Before beginning the sequence above, students should have successfully completed courses in statistics and calculus, and they should have an adequate background in basic computer skills and data-analysis software. If you don’t have these foundations yet, don’t worry—we’ll support you in acquiring them before the program starts.