

MARKETING INTELLIGENCE (M.S.)

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.