

# MARKETING INTELLIGENCE (M.S.)

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graduation visa extensions. Learn more about CIP codes and other information resources.

## 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.

## Learning Competencies

1. Students will demonstrate the ability to assess marketing intelligence needs for an organization and design appropriate methods to analyze data for the purpose of making decisions.
2. Students will demonstrate the ability to use qualitative research methods and analysis, including ethnography and linguistics, to make effective marketing insights.
3. Students will demonstrate an understanding of ethical issues related to data utilization and customer privacy.
4. Students will demonstrate the ability to work effectively in teams.

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To learn more about the M.S. in marketing intelligence, visit the Gabelli School of Business website.

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## 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-