

Graduate Marketing Science

Gulhan Bizel, Ph.D., Director, Master of Science in Marketing Science Program

A Masters Degree in Marketing Science is a STEM program designed for students from diverse backgrounds in Business, Marketing, Data, IT and more. Students will enter the marketplace with the ability to understand critical inquiry through different methods and approaches to evaluating strategies. They will examine the roles of mathematics, analytics, modeling, and psychology in analyzing and interpreting consumer data.

Program Availability

The courses are offered on a trimester calendar and during the summer at the Jersey City Campus

Degree Requirements

The degree requires 36 semester hours.

Advisement

Advisement will be done by the Program Director.

Time Limitation

Students are expected to enroll continuously until their programs are completed. Students are required to maintain satisfactory academic progress by maintaining the required grade point average and accumulating sufficient credits within the stipulated time frame of five years.

Curriculum - Master of Science in Marketing Science

MS-500	Marketing Fundamentals: Customer Experience	3
MS-510	The Influence and Persuasion of Consumers	3
MS-515	Applied Market Research and Analysis	3
MS-518	Marketing Intelligence: Industry Analysis and Strategy	3
MS-520	Foundations of Social and Mobile Techniques	3
MS-620	Integrated Marketing with Mobile Communications, Devices and Apps	3
MS-630	Web Analytics: Email, Clickstream and SEO	3
MS-650	Capstone Consulting Engagement	3
Select four Elective Courses ¹		12
MS-523	Behavioral Research Methods	
MS-530	Mobile Marketing Mindset	
MS-615	Revenue Management and Consumer Pricing	
MS-640	Digital Marketing Analytics and User Experience	
GB-533	Enterprise Design Thinking	
Total Credits		36

¹ Other electives may be selected with the approval of director.