



MBA Concentration in Marketing Research Insights and Analytics

More big data means a need for market research and analytics

The **Marketing Research Insights and Analytics (MRIA) MBA** at RBS is designed to provide you with a competitive advantage in the marketplace. The program will equip you with relevant expertise and practical skills to achieve your goals.

Learn and apply state-of-the-art analytical techniques to understand real-world customer markets and their needs, and you will also become skilled on how to synthesize information in order to influence and shape business decisions in challenging and fast-paced environments.

These skills will be realized through a rigorous and advanced RBS academic program coupled with practical applications to “real-world” problems guided by an interactive Advisory Board comprised of accomplished Marketing Research professionals who offer mentorships, networking/career opportunities, internships, site visits, and guest-speaker events to enrich your academic experience.



*This program is offered in
Newark and New Brunswick*

Career Advantages

If you are looking to advance your career and work in a dynamic and growing industry, one that has been identified as increasingly critical for the success of any business, then Marketing Research, Insights and Analytics (MRIA) might be that special program suited just for you.

We live in an age of rapid information growth, so much so, that businesses require their staff to be able to go beyond just summarizing numbers.

Businesses have an urgent need to hire people who can not only analyze data, but who can also synthesize multiple sources of data (e.g., surveys and interviews, social media, sales transactions) so they can uncover meaningful insights and actionable information that accurately reflect the “Voice of the Customer.”

This need has resulted in Marketing Research being recognized as a fast-paced growth industry with excellent long-term career opportunities. CNN Money, Fast Company, and US News & World Report all rank Marketing Research among the best industries in terms of salary ranges, demand, and advancement potential. Jobs in Marketing Research are projected to grow by 32% between 2018 and 2023.

business.rutgers.edu/mba-mria

Curriculum

The Marketing Research, Insights and Analytics (MRIA) program at Rutgers Business School will prepare you for a career in a data-driven industry that leverages Big Data to make marketing decisions. You’ll learn how to draw conclusions about data and be positioned for jobs in marketing research, marketing analytics and data handling.



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Sampling of Courses

- Marketing Research
- Marketing Strategy
- Consumer Behavior
- Analytics for Business Intelligence
- Advanced Marketing Analytics
- Marketing Insights (MRIA Capstone)
- Customer Journey Analytics
- Pharmaceutical Marketing Research
- Business Forecasting
- Survey Sampling
- Marketing Models (PhD level)

What you'll learn:

- Practical applications to solve actual marketing problems
- Analytical techniques to understand customer needs and markets
- How to synthesize information to influence and shape business decisions



Pursue a career in marketing research insights & analytics with a Rutgers MBA



Connect the marketing research industry with academics

The MBA concentration of Marketing Research Analytics and Insights (MRIA) is a unique program that equips future Marketing Intelligence leaders with the capability to understand business problems and opportunities and address them with effective plans, programs, and analytics that lead to business solutions and recommendations.

The MRIA Advisory Board

The MRIA Advisory Board, including Rutgers faculty and senior industry professionals, is drawn from companies and industry associations such as bbVie, BluePrint Research Group, Bristol-Myers Squibb, Council of American Survey Research Organizations (CASRO), Ipsos, JPMorgan Chase, Merck, Nielsen, Return-on-Focus, Sanofi, Teva Pharmaceuticals, and ZS Associates. Recent graduates with this concentration have been hired by many of these leading companies and other global firms.

Career Focus

CNN Money, Fast Company, and US News & World Report all rank marketing research among the best industries in terms of salary ranges, demand, and advancement potential.

Contact

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"If you're looking to get into data analytics and market research, Rutgers is the place to be."

**– Julio Tavaréz,
MBA Alumnus**

