Marketing Research Insights and Analytics

Developing Business Savvy, Data-Driven Managers

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. Money Magazine, 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 2013 and 2023.

The MRIA Concentration

The MRIA concentration 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. In the MRIA program at RBS, you will 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.

The MRIA Advisory Board

The MRIA Advisory Board, including Rutgers faculty and senior industry professionals, is drawn from companies and industry associations such as AbbVie, 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.

Come with Your Passion, Leave with Your Career

Rutgers MBA with MRIA concentration goes beyond training marketing research analysts. The MRIA concentration in the RBS MBA program develops business savvy, data-driven managers who share in shaping business decisions gained from analytic insights.
Corporate Partners

The Rutgers MBA-MRIA Advantage
Rutgers Business School has the #1 public MBA program in the New York City region (U.S. News & World Report, 2015)

Strong connections to major companies via the Advisory Board

Rutgers' location, in close proximity to many top tier corporations, offers students unique access to world class executives, real world cases, internships, and mentoring

Integration of industry experts in classes as guest speakers, lecturers, and mentors

Full-time and Part-Time options

Dual concentration opportunity with Marketing

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

Contact
Phone: 973-353-1234
Email: admit@business.rutgers.edu
Website: mba.rutgers.edu

Rutgers Business School-Newark and New Brunswick is an integral part of one of the nation’s oldest, largest, and most distinguished institutions of higher learning: Rutgers, The State University of New Jersey – founded in 1766. Rutgers Business School has been accredited since 1941 by AACSB International – the Association to Advance Collegiate Schools of Business – a distinction that represents the hallmark of excellence in management education.

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