Marketing Research Insights and Analytics MBA

Come with your passion, leave with your career

Rutgers Marketing Research Insights and Analytics Flex MBA goes beyond training marketing research analysts. The unique program connects academics and industry by educating future marketing intelligence professionals who can fully utilize analytical insights gained from marketing research, and shape business decisions in challenging environments.

Market Research One of the Top Jobs in America

Marketing intelligence professionals generate superior insights from customer and marketplace information, influence strategic and tactical business decisions, and participate actively in the implementations of these decisions. *Money Magazine* rated marketing research analysts as the #6 job in America, based not only on its growth and salary potential, but also its flexibility, stress levels, and ease of entry/advancement. *Fast Company* ranked Market Research Analyst as one of the top 25 jobs. The rankings were based on salary range, demand, investment in education, and the degree to which the job allows a person to be innovative and creative.

Careers

Professionally well-equipped marketing intelligence professionals enjoy opportunities along multiple possible career paths. For the qualified researcher, opportunities exist within manufacturers, retailers, advertising agencies, consulting companies, independent research companies, and not-for-profit organizations. Researchers often develop careers within one of those channels: moving from analyst, to manager, to director, to VP within a manufacturer, retailer or financial firm. Others move from analyst, to account manager, to director, to VP or partner within an independent research company or consulting firm. Some researchers build careers by moving across channels to positions of increasing responsibility leveraging the skills and experience of one channel in another. One might start at a research company, move to a manufacturer, and then go into consulting. The business and analytic skills built in a marketing research career are highly translatable to other functions within a firm.

Corporate Partners

abbrvie
Bayer
Blue Print Research Group
Bristol-Myers Squibb
CASRO
Forbes Consulting
IMS
Ipsos
Johnson & Johnson
JP Morgan Chase
Nielsen
ZS Associates
Sampling of Courses
Consumer Behavior
Marketing Insights
Data Analysis and Decision Models
Analytics for Business Intelligence
Advanced Marketing Research
Design of Experiments
Advanced Qualitative Methods
Business Forecasting for Value Chains
Data Mining
Marketing Models

Graduate Admissions
Phone: 973-353-1234
Email: admit@business.rutgers.edu

Apply Today:
business.rutgers.edu/MBA

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, 2013)

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

Flexible MBA curriculum which has part-time and full-time options

Inter-disciplinary resources on the New Brunswick campus

Dual concentration opportunity with Marketing

New Brunswick students experience a vibrant university campus community with a diverse range of academic offerings and more than 33,000 participating students. Located on the Livingston campus, Rutgers Business School students enjoy a highly competitive environment that has led to recognition in national rankings.

The technically-advanced 100 Rock on the Livingston Campus in New Brunswick opened in Fall 2013.

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.

Copyright © 2014 Rutgers Business School – Newark and New Brunswick. All Rights Reserved.