



Master of Science in Marketing Analytics and Insights

Connecting Marketing with Cutting-Edge Data Science

The Rutgers Business School **Master of Science in Marketing Analytics and Insights** is a 30-credit, STEM-designated program providing modern day marketers with today's most sought-after skills in generating marketing insights, translating complex analytical customer and retailer insights into actionable business decisions and opportunities.

This new master's degree program aims to prepare marketers who want to expand career opportunities through working knowledge of cutting-edge data science tools and is also valuable to data science professionals who want to gain soft skills of storytelling in the domain of marketing.



business.rutgers.edu/masters-marketing-analytics-insights

Curriculum

The **Master of Science in Marketing Analytics and Insights** degree is a 30-credit, STEM-designated program that requires a strong quantitative background. High-caliber scholarship of the Master of Science in Marketing Analytics and Insights program derives from the faculty and industry practitioners with expertise in Marketing Research, Customer Journey Analytics, Applied AI in Marketing, Data Analysis & Visualization, MarTech, Consumer Privacy & Ethics and Marketing Insights.

Faculty Profile: **Seung-chan Choi**



Professor Choi is the Director of the Center for Marketing Research and a Co-Director of the Master of Science in Marketing Analytics and Insights program. Professor Choi's interests include modeling price competition

in various marketing contexts and competitive product positioning. His current research topics include store brand competition, generic drug shortages, and Instagram post strategies. He has published in numerous journals, including *Marketing Science*, *Management Science*, *Journal of Consumer Research*, *Journal of Retailing*, *Journal of Interactive Marketing*, and *Journal of Business Research*, and contributed chapters to several books.

Faculty Profile: **Alexandra Kunish**



Professor Kunish, Co-Director of the Master of Science in Marketing Analytics and Insights program, has spent over 20 years in the Fashion & Beauty industries working on some of the most recognizable,

powerhouse consumer brands in the world. Now, Alex brings her real-world experience to the classroom teaching Brand Management and Introduction to Marketing at Rutgers Business School as Assistant Professor Professional Practice. In addition to her passion for teaching students, she is the Faculty Chair of the Marketing Industry Advisory Board.



Sampling of Courses

Core:

- Marketing Management
- Marketing Research
- Customer Journey Analytics
- Applied AI in Marketing
- Analytics for Business Intelligence
- Data Analysis and Visualization
- Marketing Technology

Electives:

- Customer Relationship Management
- Customer Analytics
- Advanced Marketing Analytics
- Marketing Engineering
- Business Data Management
- Data Management and Business Intel
- Neural Networks and Deep Learning
- Machine Learning Applications
- Business Analytics Programming
- Big Data Analytics

Capstone:

- Marketing Consulting Project/Internship



This program provides students with knowledge and skills needed to fill in-demand positions.



Program Quick Facts

Program: Full-time | Part-time

Format: Hybrid (In-person and online)

Credits: 30 credits (10 courses)

For current application deadlines and tuition information, please visit our website:

business.rutgers.edu/masters-marketing-analytics-insights

How to Apply

Apply online:

business.rutgers.edu/masters-marketing-analytics-insights/admissions

Please visit business.rutgers.edu to learn about upcoming information sessions and open houses.

Contact

Phone: 973-353-1234

Email: admit@business.rutgers.edu

“Modern marketers need a solid grasp of data and analytics in order to understand their consumers in real time, target them precisely and connect with them at the right time, in the right place and with the right content.”

– Pankaj Chopra
Vice President & Head of Analytics and Insights
Mondelez International

Career Outcomes

Graduates of the **Master of Science in Marketing Analytics and Insights** program emerge equipped with the advanced analytical skills and strategic insights necessary to thrive in diverse marketing roles. With a deep understanding of data-driven decision-making, they are poised to pursue and excel in careers as Marketing Analysts, Data Scientists in marketing departments, Market Research Managers, Digital Marketing Strategists, or Product Managers focused on leveraging consumer insights for product development and marketing strategies. Additionally, many explore opportunities in roles such as Marketing Analytics Manager, Consumer Insights Specialist, or Business Intelligence Analyst in various industries ranging from consumer goods to technology and finance.

