MARKETING INTELLIGENCE M.S.

Degree: Master of Science
https://www.towson.edu/cbe/departments/marketing/grad/intelligence/

Program Director: Dr. Philippe Duverger
Phone: 410-704-3538
Email: pduverger@towson.edu

The Master of Science in Marketing Intelligence and the embedded Post-Baccalaureate Certificate in Interactive Marketing (http://catalog.towson.edu/graduate/degree-certificate-programs/business-economics/interactive-marketing-certificate) are designed to fill a growing need for graduates with the skills necessary to acquire, analyze and utilize marketing intelligence information in the digital age. The program is designed with an applied, experiential learning focus based on industry needs.

With digital marketing options evolving rapidly, companies need individuals who can create, implement and evaluate data-driven marketing strategies.

As a graduate of Towson’s Marketing Intelligence master’s program students will be qualified for jobs such as:

- Marketing Intelligence Analyst
- Digital Marketing Manager
- Marketing Research Analyst
- Customer Insight Specialist

**Accelerated Bachelor’s-Master’s Program**

Students may also earn an M.S. in Marketing Intelligence through the Department of Marketing accelerated bachelor’s to master’s program (http://catalog.towson.edu/undergraduate/business-economics/marketing/bs-ms-marketing-intelligence). This program allows students to complete their undergraduate and graduate degrees in a shorter time frame. Prospective applicants should contact the program director for details.

Please see the Undergraduate Catalog for information on the accelerated bachelor’s-master’s program.

**Admission Requirements**

This program admits fall term only.

Admission to the Master of Science degree in Marketing Intelligence is competitive. The eligibility requirements to be admitted into the programs are:

- A baccalaureate degree from a regionally accredited college or university**
- A cumulative GPA of 3.00 (on a scale of 4.00) or equivalent on the most recent 60 units of graduate or undergraduate work is required for full admission. Conditional admission may be granted with a minimum cumulative GPA of 2.75;
- Proficiency in statistics and familiarity with programming;
- Students without proficiency in statistics will be conditionally admitted to the program and will be required to take MKTG 607 Marketing Research Methods in their first semester in the MKGI-MS program, at the discretion of the Program Director.
- A resume;
- A one- to two-page statement describing their past relevant experience, their career goals, and how they expect this program to support those goals;
- E-mail addresses of two professional and/or academic references.

**Non-immigrant International Students**

**Program Enrollment**: F-1 and J-1 students are required to be enrolled full-time. The majority of their classes must be in-person and on campus. See the list of programs that satisfy these requirements (https://www.towson.edu/academics/graduate/admissions/international/programs-complying-f1-regulations.html), and contact the International Student and Scholars Office (https://www.towson.edu/academics/international/isso) with questions.

**Admission Procedures**: See additional information regarding Graduate Admission policies (https://www.towson.edu/academics/graduate/admissions/policies.html) and International Graduate Application (https://www.towson.edu/academics/graduate/admissions/international) online.

**Degree Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
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<tbody>
<tr>
<td>AIT 632</td>
<td>DATABASE MANAGEMENT SYSTEMS</td>
<td>3</td>
</tr>
<tr>
<td>or MKTG 610</td>
<td>DATABASE QUERYING AND VISUALIZATION</td>
<td></td>
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<tr>
<td>COSC 710</td>
<td>SOCIAL NETWORK ANALYSIS</td>
<td>3</td>
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<tr>
<td>or EBTM 740</td>
<td>CUSTOMER RELATIONSHIP MANAGEMENT</td>
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<tr>
<td>or MKTG 720</td>
<td>CONSUMER SENTIMENT ANALYSIS</td>
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<tr>
<td>COSC 757</td>
<td>DATA MINING</td>
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<tr>
<td>or MKTG 750</td>
<td>MARKET SEGMENTATION RESEARCH</td>
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<tr>
<td>EBTM 604</td>
<td>INTRODUCTION TO PROJECT MANAGEMENT</td>
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<tr>
<td>or COSC 609</td>
<td>SOFTWARE PROJECT MANAGEMENT</td>
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<tr>
<td>MKTG 605</td>
<td>MARKETING INTELLIGENCE STRATEGY</td>
<td>3</td>
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<tr>
<td>MKTG 710</td>
<td>INTERACTIVE MARKETING</td>
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<tr>
<td>MKTG 770</td>
<td>MARKETING ANALYTICS AND METRICS</td>
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<tr>
<td>MKTG 780</td>
<td>ADVANCED MARKETING ANALYTICS</td>
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<td>MKTG 781</td>
<td>INTERACTIVE MARKETING PROJECT</td>
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<td>MKTG 791</td>
<td>INTERACTIVE MARKETING INTERNSHIP</td>
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<td>MKTG 881</td>
<td>MARKETING INTELLIGENCE PROJECT</td>
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Total Units: 30

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Admission Procedures: See additional information regarding Graduate Admission policies (https://www.towson.edu/academics/graduate/admissions/policies.html) and International Graduate Application (https://www.towson.edu/academics/graduate/admissions/international) online. **See Exceptions to Policy in Graduate Admissions (https://www.towson.edu/academics/graduate/admissions/policies.html).**
Students who successfully complete AIT 632/MKTG 610, COSC 710/EBTM 740/MKTG 720, MKTG 605, MKTG 710, and MKTG 781 or MKTG 791 earn a Post-Baccalaureate Certificate in Interactive Marketing (https://catalog.towson.edu/graduate/degree-certificate-programs/business-economics/interactive-marketing-certificate) as part of their Master of Science Degree.

Graduates of the program will be able to:

1. Effectively communicate solutions to business problems.
2. Evaluate marketing strategies in relation to current legal and ethical standards of practice.
3. Recommend and utilize interactive marketing techniques and tools.
4. Acquire, evaluate and utilize customer information to make informed business decisions, demonstrating the financial impact of those decisions.