**MARKETING INTELLIGENCE M.S.**

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

**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..
- Undergraduate course work in statistics and familiarity with programming
- 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:** See additional admission information in Graduate Admissions (http://www.towson.edu/academics/graduate/admissions/apply/international.html).

**See Exceptions to Policy** in Graduate Admissions (http://www.towson.edu/academics/graduate/admissions/apply/policies.html).

**Degree Requirements**

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**Applied Courses**

Select one of the following:

- MKTG 781 INTERACTIVE MARKETING PROJECT
- MKTG 791 INTERACTIVE MARKETING INTERNSHIP

Select one of the following:

- MKTG 881 MARKETING INTELLIGENCE PROJECT
- MKTG 891 MARKETING INTELLIGENCE INTERNSHIP

Total Units 30

1 Students who successfully complete MKTG 605, AIT 632, MKTG 710, COSC 710, and MKTG 781 or 791 earn a Post-Baccalaureate Certificate in Interactive Marketing as part of their Master of Science Degree.