

MARKETING INTELLIGENCE M.S.

Degree: Master of Science

<https://www.towson.edu/cbe/departments/marketing/grad/intelligence/>

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The Master of Science in Marketing Intelligence and the embedded Post-Baccalaureate Certificate in Interactive Marketing 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. 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.

Requirements

Admission Requirements

Application deadlines and a full listing of materials required for admission can be found on the website.

Degree Requirements

Code	Title	Units
Required Courses ¹		
MKTG 605	MARKETING INTELLIGENCE STRATEGY	3
MKTG 607	MARKETING RESEARCH METHODS	3
or EBTM 604	INTRODUCTION TO PROJECT MANAGEMENT	
MKTG 610	DATABASE QUERYING AND VISUALIZATION	3
or AIT 632	DATABASE MANAGEMENT SYSTEMS	
MKTG 710	DIGITAL MARKETING	3
MKTG 720	CONSUMER SENTIMENT ANALYSIS	3
or COSC 710	SOCIAL NETWORK ANALYSIS	
MKTG 750	MARKET SEGMENTATION RESEARCH	3

or EBTM 740	CUSTOMER RELATIONSHIP MANAGEMENT	
MKTG 770	MARKETING ANALYTICS AND METRICS	3
MKTG 780	ADVANCED MARKETING ANALYTICS	3
or COSC 757	DATA MINING	
Applied Courses		
Select one of the following:		3
MKTG 781	DIGITAL MARKETING PROJECT	
MKTG 791	DIGITAL MARKETING INTERNSHIP	
Select one of the following:		3
MKTG 881	MARKETING INTELLIGENCE PROJECT	
MKTG 891	MARKETING INTELLIGENCE INTERNSHIP	
Total Units		30

¹ 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 as part of their Master of Science Degree.

Learning Outcomes

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.